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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. AUGUST, 1915. NUMBER 8.

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ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

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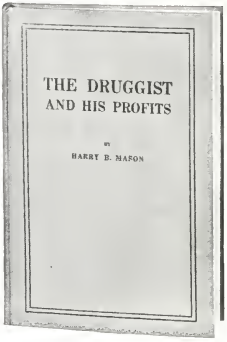
OUR NEW BOOK:



"The Druggist and His Profits"

By Harry B. Mason, Editor of The Bulletin of Pharmacy.

This book is selling like the traditional hot cakes.

It was announced only a month or two ago, but the demand for it was immediate and gratifying.

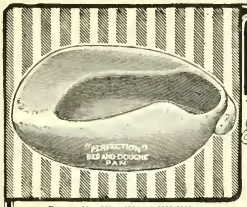
Most druggists know little or nothing about their profits. They take what accumulates during the year in money, spend it, and fancy they are doing fairly well, whereas they are frequently eating up their capital without once realizing it. The sheriff has to come along and sell them out before they tumble to the situation.

But this sort of thing won't "go" much longer. Competition is getting keener and keener every year. Expenses are increasing; profits are decreasing; and it is becoming absolutely necessary for the druggist to do business on scientific principles. This book tells him how to do that very thing

It shows the druggist how to get at the real facts about his business, and then how to use these facts in the steady and systematic development of his income from the store.

SENT FOR $1.00 POST-PAID.

E. G. SWIFT, Publisher, P. O. Box 484, Detroit, Mich.



Patents No. 9583/1900 and 5811/1909

MEINECKE "PERFECTION" BED AND DOUCHE PAN

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

Best for Hospital and Sick-Room

It is the MOST COMFORTABLE Bed Pan
It is the MOST SANITARY Bed Pan
It is also a DOUCHE PAN, as well as a Bed Pan

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

It is more Sanitary because it has a wide open end which permits the Pan to be easily emptied and cleansed. There is no Unsanitary Spout where matter can lodge.

The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

During the Past Three Years the Sales of the "Perfection" Have Doubled.

Also Used in 2000 Hospitals in the United States

It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

Two Sizes

No. 1, Standard Size for Adults
No. 2, Small Size for Children

Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY GRIMWADES LIMITED STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

London.

W. H. Bailey & Sons, Ltd., 38 Oxford St., London.
Butler & Crispe, 82 Clerkenwell Road, London, E. C.
Hospital and General Contracts, Ltd., 33 Mortimer St., London.
S. Maw, Son & Sons, 7-12 Aldersgate St., London, E. C.
May, Roberts & Co., 9-11 Clerkenwell Road, London, E. C.
Medical Supply Association, London.
T. R. Roberts, Ltd., Islington, London.
Sangers, 42 Hampstead Road, London, N. W.
Wm. Toogood, Ltd., Heddon St., Regent St., London, S. E.

Liverpool.

Ayrton Saunders & Co., 32-34 Hanover St., Liverpool.
Evans Sons, Lescher & Webb, Ltd., 56 Hanover St., Liverpool.
White & Wright, 93 Renshaw St., Liverpool.
Wright & Owen, Liverpool.

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Cuxon, Gerrard & Co., Corporation St., Birmingham.
Hedges & Son, 10-12 Dale End, Birmingham.
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Manchester.

Mottershead & Co., 7 Exchange St., Manchester.

Leeds.

Reynolds & Branson, 13 Briggate, Leeds.

Leicester.

A. De St. Dalmas & Co., Leicester.

Derby.

J. L. Carter, 15 Market Head, Derby.

Southport.

Hospital Contractors' and Nurses' Outfitting Association, Southport.

Wolverhampton.

Martyn's Stores, Ltd., Wolverhampton.

Perth.

A. Ramsey, 128 South St., Perth.

York.

Bleasdale Ltd., 23 Colliergate, York.

Nottingham.

Boots Ltd., Station St., Nottingham.

Southampton.

Payne & Son, 48 High St., Southampton.

Wigan.

Brown & Co., 51 Mesnes St., Wigan.

Boston.

C. Skinner & Son, Boston.

Reading.

Watson Brothers, 13-15 Minster St., Reading.

Keighley.

W. Waddington, 128 South St., Keighley.

Bristol.

Harris & Co., Ltd., Union St., Bristol.

SCOTLAND.

J. C. Macfarlan & Co., Abbey Hill Chemical Works, Edinburgh.
Baird Brothers, 97 Bath St., Glasgow.
Cockburn & Co., Ltd., 130 Howard St., Glasgow.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered
THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

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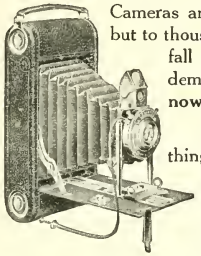
Autumn Scenery and Vacations Help the Camera Business!



Cameras and photographic supplies sell all year 'round, but to thousands of enthusiasts there is no time like the fall for picture taking. Take advantage of this demand by starting your photographic department **now.**

Remember that the scenery is the only free thing in picture making. The customer who buys a camera from you must keep on coming back to you for film and supplies. Every camera you sell is in reality a drummer for your store. Let us tell you about

DEFENDER PHOTO SUPPLIES

VULCAN FILM AND PLATES AND ARGO PAPER

and how you can start a complete photographic department on a very small investment. Our INITIAL PLAN "R" is a method by which any druggist can put in an initial stock of cameras and necessary supplies without the bother and uncertainty of selecting such a stock item by item. It is a very convenient and economical assortment plan.

We also want to tell you how we co-operate with our dealers and how we furnish a liberal supply of excellent advertising matter, including booklets, mounted prints, framed enlargements, slides, electric flash sign, etc.

Resolve right now to investigate the possibilities of a camera department and mail the coupon to us at once.

DEFENDER PHOTO SUPPLY CO., Inc.

ARGO PARK,

ROCHESTER, - N. Y.

THE DEFENDER PHOTO SUPPLY COMPANY, INC.
ROCHESTER, N. Y.
Please send details of your INITIAL PLAN "R"
Name
Address
B. of P.

We are at last in a position to report something to interest and gratify

THE HONEST DRUGGIST

To seriously concern and displease the

SUBSTITUTOR

To surprise, disappoint and thwart the

UNSCRUPULOUS and CONTEMPTIBLE MANUFACTURER

who supplies a counterfeit and fraudulent product for substitution purposes.

Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S.

These letters are not visible from the outside, but they are plainly discernible in the gelatine when the capsule is cut in half.

This method of marking Ergoapiol (Smith) now offers absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is our exclusive property under Letters Patent in the United States and foreign countries.

We have been manufacturing Ergoapiol (Smith) with this patented protective mark for the past two years, but have withheld announcing the fact, so as to give reasonable and ample time for all the old style capsules to have been dispensed.

Physicians are now being fully informed regarding this protective mark and easy method of identification.

Capsule intact, showing no mark objectionable to the physician.

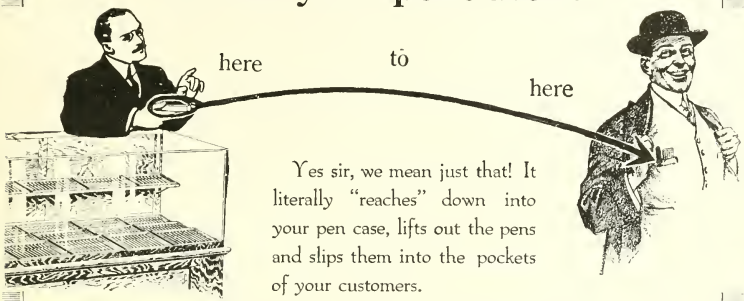
Patented in U. S. and foreign countries.

Capsule cut in half through the seam, showing initials.

Ergoapiol (Smith) is to be had only in packages of twenty capsules each. It is not *under any circumstances* supplied in bulk or other form.

MARTIN H. SMITH CO., New York, N. Y.

Here's a PLAN that Moves your pens from



Yes sir, we mean just that! It literally "reaches" down into your pen case, lifts out the pens and slips them into the pockets of your customers.

There's no hedging in that statement—no "ifs" or "buts"—no conditions. We come out flat-footed, in unmistakable terms. How can we be so absolutely positive about it, you ask? Because we are basing our statement upon the ACTUAL EXPERIENCE of our customers who used the PLAN in the past to speed up sales on

Conklin's Self-Filling Fountain Pen

NON-LEAKABLE

Next to the Christmas season, September is easily the greatest month for fountain pen sales, so NOW is the time to push 'em by using this money-making Plan to bring students to your store.

And bringing people to the store, it will prove a sales-maker on other merchandise you carry besides Conklin Pens.

We call it our "Opening-of-School Plan" and everything in it is wholly FREE to you. Just fill out and mail the coupon below and we will immediately send you a Folder describing the entire PLAN so you may look it over. *And it attaches no obligation to you, either.*

(CUT HERE)

The Conklin Pen Mfg. Co., Toledo, Ohio BP
Gentlemen: Without obligation to us, please send Folder of "Opening-of-School Plan."

Name .....

Address .....

The Conklin Pen Mfg. Co.
163 Conklin Bldg. Toledo, Ohio, U.S.A.

IMPORTANT ANNOUNCEMENT

IN ADDITION to our present comprehensive line of Soda Fountains and Store Fixtures, we have decided to place at the disposal of the retail druggist a very high grade mahoganized Drug Fixture outfit, at a very low price, on most liberal terms, and which will embody features in material, construction, design, arrangement and finish unobtainable elsewhere at anything like the same price.

These Fixtures, being sectional, will be sold in separate units or complete outfits. When the various units are assembled, the completed whole loses all semblance of sectional construction, typifying the most modern application to Drug Store Fixture construction.

Purchasers of these Fixtures will have the advantage of low price, brought about by large quantity production; time payments, made possible by our adequate working capital; and satisfaction, due to our many years' experience in manufacturing high grade Store Fixture equipment.

This new Fixture equipment will be ready for distribution July 1, 1915. Purchases can be made direct or thru our distributors. Illustrations and full particulars will be sent upon request.

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

Largest Builders and Distributors of High Grade

Soda Fountains thru Jobbers

Representatives in All Principal Cities

HERE'S SOME LIGHT ON NEW BUSINESS AND MORE PROFITS FOR YOU

Nickel plated tubular light No. 2634

An attractive line that will increase your store sales to present customers and will bring you new trade; also the renewal sale feature opens a big opportunity.

EVEREADY
FLASHLIGHTS

They are big sellers in drug stores everywhere; turn over quickly, pay a good profit and a profit that steadily increases because each EVEREADY Flashlight sold, sells others and keeps the customers coming back for renewal batteries and lamps—the same as they do for razor blades and camera supplies.

Druggists in general find EVEREADY Flashlights profitable to feature, because they are widely and persistently advertised, useful to everybody and sell quickly—strictly quality merchandise, the kind that means a pleased customer every time a sale is made.

EVEREADY Flashlights, Tungsten Batteries and Mazda Lamps are the original flashlight line, made and guaranteed by the "Largest Manufacturers of Flashlights in the World."

Send for catalog No. 23 illustrating and describing the entire line. 75 styles —from 75c to $7.50. Also our interesting terms to the trade. A post card will do.

AMERICAN EVER READY WORKS
LONG ISLAND CITY of National Carbon Company **NEW YORK**
Branches: Atlanta San Francisco Chicago
Canadian Factory: Canadian Ever Ready Works of Canadian National Carbon Company, Limited, Toronto, Ontario, Canada

Hot From the Press!

THE THIRD EDITION OF

"WINDOW DISPLAYS FOR DRUGGISTS"

THE BOOK THAT TELLS HOW.

Another big edition is now placed at the disposal of druggists and drug clerks. Our first ran out completely; our second ran down to a point where we had less than 50 books on hand.

And now comes the third—big enough, we hope, to relieve us of concern in this particular for some time to come.

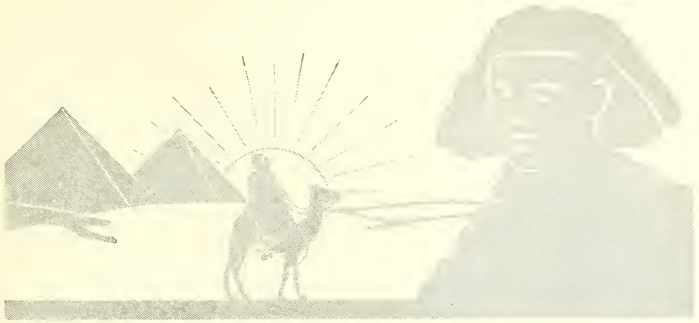
The book is better and bigger than ever—but the price hasn't been changed. It will still be sent, post-paid, for $1.00.

There are more than 30 new displays—a whole lot of new material. Reproductions of the best windows we could find are shown, and full instructions are given in connection with each. One hundred and fifteen displays which have actually brought business are treated.

More than 25 per cent of this is new material. In fact, the book is so different, so much improved, that hundreds of those who bought from the first or second editions, or both, will want another copy. The book is brought down to date.

Get all out of your windows that there is in them! Send us your order to-day.

E. G. SWIFT, Publisher, Detroit, Mich.



The Test of Time

THE steady, rapid growth of our business in Metallic Bismuth, now surpassing, by more than one-half, the entire quantity sold in this country, indicates emphatically that manufacturing chemists have, at all times, found the standard of purity and refinement of our product unexcelled by other brands of Bismuth.

BISMUTH
U·S·M·R·CO
MADE IN U.S.A.
Highest Purity—Arsenic Free

In assaying (USMRCO) Brand Bismuth, manufacturing chemists find material saving in the cost of producing Bismuth Subnitrate and other Bismuth salts, because Bismuth (USMRCO) is singularly free from Arsenic or other deleterious ingredients difficult to eliminate in meeting (U. S. P.) standards.

Bismuth (USMRCO) is guaranteed uniform in quality. Manufacturing chemists and manufacturers of Pharmaceutical Preparations would find it advantageous to specify Bismuth (USMRCO) when ordering supplies.

United States Metals Refining Company,
42 Broadway, New York.

BETTER BUSINESS

Business is good, but it is going to be better. During August, RIGHT NOW, you should start a persistent advertising campaign. It is the surest way of securing a firm grip on fall trade.

Keep newspaper ads fresh and seasonable—use your mailing list regularly—change your windows frequently and let people know that you want their business.

Prospects are bright for a heavy fall business. Make every effort to get your share.

Manning Advertising Service

—You can tell by a man's store whether he uses it or not—

The Service is issued monthly in printed form. It supplies fresh, seasonable copy for **Newspaper Ads, Booklets, Circulars, Circular Letters, Letters to Physicians, Folders, Mailing Cards, Counter Slips, Signs, Parcel Post Ads, Own Remedy Ads, Illustrated Window Displays and Picture Slide Advertising.**

We Serve You Only.

The Service is furnished Exclusively to one firm in a locality. In this way there is no chance of work prepared by us being duplicated by your competitors. You have an opportunity of securing the Exclusive Use of the Manning Advertising Service for your locality if you act NOW. Sign the Order at the bottom of this page and mail to-day.

One Dollar A Month.

The Manning Service gives you better drug advertising for $1.00 a month. The low price is made possible because we furnish the same Service to thousands of druggists in different localities.

As we serve but one druggist in a locality, the Service is practically the same as if it had been prepared for you individually.

Tear off here and mail to-day.—Get the August Service Free.

ORDER

Manning Advertising Service,
St. Louis, Missouri.

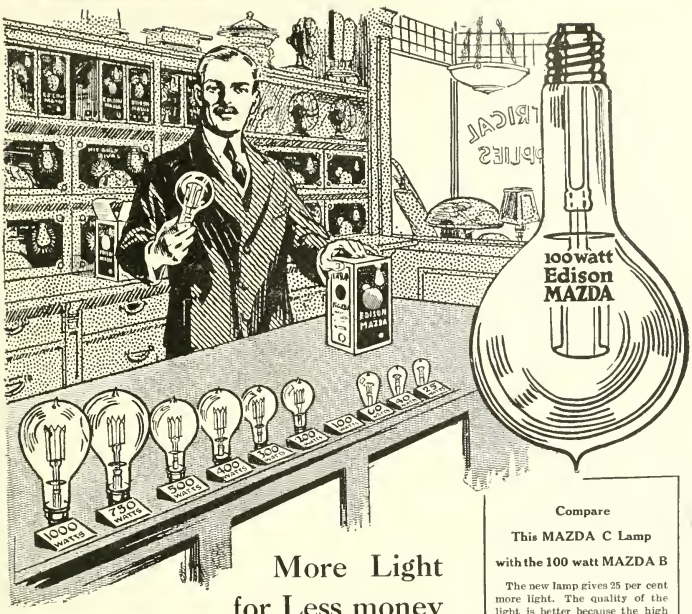
Date..... 1915.

If you have no client in this locality, please enter my/our order for the Exclusive Use of the Manning Monthly Advertising Service for ONE YEAR, and monthly thereafter until notified to discontinue. For this Advertising Service I/we agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly from September First, 1915. A condition of this order is that I am/we are to receive the August, 1915, issue of the Manning Service FREE.

NAME _____ STREET _____

TOWN _____ STATE _____

NOTE: Discount for Advance Payments—5% for 6 Mos.—10% for 12 Mos.



More Light for Less money

A size for every need

The development of the gas-filled lamp, the EDISON MAZDA C lamp, opens up a thousand new possibilities in the economical and efficient lighting of stores. If you want a single, incandescent lamp giving nearly 2000 candle-power, you can have it. If you need less powerful lamps, you can get the EDISON MAZDA C lamps in various sizes down to 100 watts. Moreover every one of these lamps is *more efficient* and more economical to use than any other lamp of corresponding size that we have ever produced. And, we have had 36 years of experience in lamp making and have produced something over five hundred million incandescent lamps.

Now just before the fall rush, get in touch with your lighting company or the nearest agent for EDISON MAZDA Lamps and let them help you select the most efficient sizes for your store. Learn how wonderfully efficient the new lamps are. Ask also about the EDISON MAZDA B Coil lamps, the latest development in small size vacuum lamps. If you don't find readily just what you want, write us.

Edison Lamp Works

of General Electric Company

Harrison, N. J. 5598

Compare

This MAZDA C Lamp

with the 100 watt MAZDA B

The new lamp gives 25 per cent more light. The quality of the light is better because the high temperature at which the filament operates produces a brilliant white light which is a nearer approach to daylight.

The cost for current is of course exactly the same as with the old 100-watt lamp, thus giving you 25 per cent more light for exactly the same energy cost.

For Window Lighting

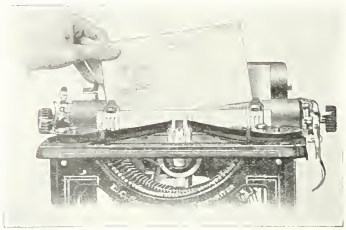
The employment of Holophane prismatic reflectors for window lighting has several distinct advantages:

1st. The reflectors are very efficient.

2nd. Installing is easily done merely by attaching reflector to socket by means of a simple holder.

3rd. One type of reflector meets all the various requirements; i.e., by tipping the reflector at the proper angle any window may be correctly lighted.

4th. As the reflector is of glass there is a certain percentage of transmitted light which can be used to light up a decorated valance or painted sign.



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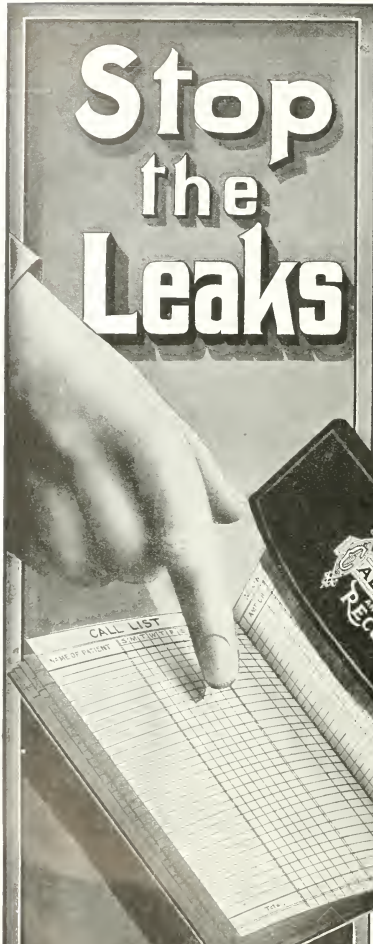

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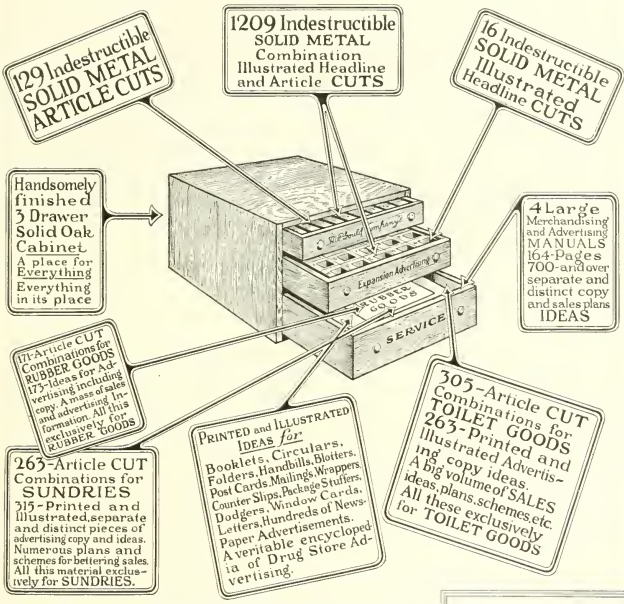
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10-Cc. glass bulbs.

Solution Adrenalin Chloride.

Adrenalin Chloride, 1 part; physiological salt solution (with 0.5% Chloretone), 1000 parts.

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Ounce glass-stoppered bottles.

Adrenalin Inhalant.

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(Formula of Dr. J. E. Alberts, The Hague, Holland.)

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A small quantity (about the size of a pea) is applied three or four times a day, the patient snuffing it well into the nostrils.

Collapsible tubes with elongated nozzles.

Anesthone Inhalant.

Adrenalin Chloride, 1:10,000; Para-amido-ethyl-benzoate, 10%; an aromatized neutral oil base.

To be diluted and administered in the manner suggested for Adrenalin Inhalant.

Ounce glass-stoppered bottles.

During the hay-fever season these products are in great demand by physicians. Are you prepared to supply them?

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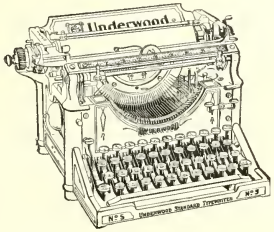

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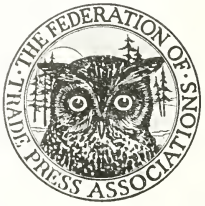

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More men attend each successive convention of the Federation of Trade Press Associations. They go back to their daily duties stronger and more able as a result. If you have not attended heretofore, make the Philadelphia Convention your first.

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We supply Emetine Hydrochloride in sterile solution—convenient for injection.

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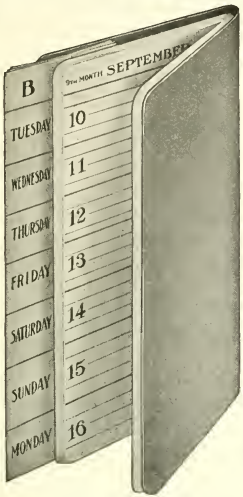

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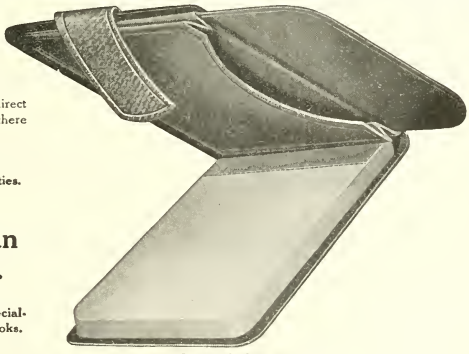

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BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., AUGUST, 1915. No. 8

THE
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Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

HARRISON LAW MAIL-ORDER REGULATIONS.

The Treasury Department at Washington has ruled that physicians cannot prescribe narcotics by mail. A physician does not personally attend a patient when symptoms are described in a letter, and a narcotic prescription is forwarded. Such a procedure will be considered a violation of the Federal act.

This decision has been hanging fire for some time, and it will undoubtedly put a number of mail-order "cure" concerns out of business. Occasionally it may work to the disadvantage of a physician and a patient who become temporarily separated, but it is not thought that this phase of the matter deserves much consideration.

Another recent ruling defines in detail who may register under the Harrison act. It was first thought that the law itself made this point very clear, but the Department found it desirable to restrict the list of those who might be eligible as much as possible. The list is now more circumscribed than it was at the beginning, and includes only those who are engaged, or will engage, in actually administering, dispensing, or prescribing narcotic drugs in a legitimate way. This imposes what may be termed a professional prerequisite; in other words, one who may register must be a licensed physician, veterinarian, dentist, or druggist. Students may not register, apprentices may not register, a doctor not engaged in practice may not register. A drug-store proprietor who is not a licensed pharmacist may not register.

Manufacturers, brokers and jobbers are, of course, eligible for registration. The new ruling, however, lessens the possibility of illegitimates in this class finding a foothold in the trade.

* * *

BRANDY, WHISKY, AND THE PHARMACOPOEIA.

It has been announced that neither whisky nor brandy will be recognized in the forthcoming revision of the Pharmacopœia. They have been deleted. And thereby hangs a tale, sections of which will never find their way into print. It is a long story, in some respects an interesting and significant one, and begins away back in the days of Roosevelt and Taft when Dr. Wiley attempted to have whisky defined as straight or bonded spirits distilled from grain.

Later, when Dr. Wiley became head of the Pharmacopœial convention, he carried this idea along with him, and after he had been overruled in the matter of the adoption of the standards he advocated, the whole subject was thrown open for a wider discussion and more drastic action. And thus the question has dragged along for more than four years. The subcommittee on scope, by a vote of 5 to 1, favored the retention of whisky, and two months later the executive committee, by a vote of 13 to 1, took precisely the same action. This was in 1911; and in 1913 the general committee, by a vote of 38 to 8, decided to retain whisky in the Pharmacopœia.

A TEMPEST IN A TEAPOT.

Since then, however, a gradual change has come over the members of the different committees. The matter has been put to a vote on various and sundry occasions, and the result has differed each time. At the last vote, taken some time in May, it is stated that twenty-six members of the general committee of 50 favored deletion, twenty-two declared in favor of retaining whisky and brandy, and two refrained from committing themselves.

All of which should not be taken too seriously, it is pointed out. If whisky and brandy could be included in the ninth revision, and properly defined, all well and good. Lacking definite standards—not necessarily the Wiley standards—no harm can come to either pharmacy or medicine by leaving them out. There will still be whisky and brandy—all kinds of them, in more ways than one. Dropping the names from the U. S. P. can in no possible way affect the status of either product, and the rights of physicians and druggists will not in any measure be curtailed. Attention is called, too, to the possibility of both whisky and brandy being included in the revised National Formulary, in which event the situation will be as far removed as ever from final adjustment.

* * *

NEW YORK VS. PHILADELPHIA.

There have been some new developments in the controversy between the Philadelphia College of Pharmacy and the Department of Education in New York State. It is generally believed that the action of the P. C. P. in reëstablishing the two years' course leading to the degree of Graduate in Pharmacy will mean a reconciliation with the New York authorities. This course has an entrance requirement of 15 regents' counts, and is in other respects in entire harmony with the New York rulings.

The chief bone of contention has heretofore been the Doctorate degree given by the college at the completion of three years' work. The entrance requirement for this degree, however, has been raised to a full high school course, and this may prove acceptable to the New York people, particularly since it is likely to be the fact in the future that the great majority of graduates turned out by the college will be two-year instead of three year men.

In the meantime, however, in case New York still feels disposed to accept Philadelphia graduates, there is that retaliatory measure passed by the Pennsylvania legislature and recently signed by the governor. This makes it mandatory upon the Pennsylvania Board of Pharmacy to refuse recognition to graduates from States which do not in turn recognize graduates of the Pennsylvania schools!

The outcome of this fight will be watched with keen interest. If New York refuses to yield, it is evident that there will be no reciprocity between that State and Pennsylvania during the years to come.

* * *

TRADING STAMPS AND PROFIT-SHARING COUPONS.

During the last few weeks the State pharmaceutical associations have been meeting with great frequency. Nothing of any striking novelty has developed. One subject, however, had bobbed up at nearly every one of the State meetings—trading stamps and profit-sharing coupons. For the most part, and perhaps universally, the sentiment has been against the use of stamps. The argument has been advanced here and there that trading stamps merely represent another form of price-cutting—and of course sentiment in the drug trade is strongly against price-cutting in any form. As a matter of fact, if the Fair Trade League succeeds in getting the Stevens bill enacted into law, it is exceedingly doubtful whether trading stamps, profit-sharing coupons, and other gift enterprises will be able to remain in existence.

In order to hear the pros and cons of the whole trading-stamp question, we shall shortly print a symposium in the BULLETIN. The subject was recently announced for discussion in our department of Prize Questions and Answers, and we shall have some very interesting papers to lay before our readers. In the meantime we are in receipt of a letter from the Publicity Director of The Sperry & Hutchinson Co., and this, in the interests of fair play, we are giving space to in our department of Letters in this issue of the BULLETIN.

* * *

NEW YORK DRUGGISTS DISCLAIM RESPONSIBILITY.

Two retail druggists and a wholesale dealer have been haled into court through the activity of the Department of Health, City of New York, the complaint being that the defendants sold a certain proprietary remedy for

the relief or cure of diphtheria on the label of which was printed unwarranted and misleading claims. The preparation involved has been on the market thirty-five years.

It is stated that the action on the part of the Health Board came without warning, and that the manufacturer was not notified that the statements on the label were not regarded with favor by Dr. Goldwater and his associates before prosecution was begun.

A number of prominent druggists in New York hold that the case has been made as spectacular as possible largely for the purpose of discrediting patent medicines in general, and they have not been altogether backward about expressing their views in the premises. While not upholding the sale of diphtheria cures, they do not approve of such high-handed methods. In fact, at a recent meeting of the New York Pharmaceutical Conference, it was decided to support the druggists involved in a most substantial manner, and counsel has been employed to conduct the cases. The Conference takes the position that the retail trade should not be held responsible for the preparations of a manufacturing house which are guaranteed under the Federal food and drugs act.

* * *

THE N. A. R. D. CONVENTION AT MINNEAPOLIS.

The chairman of the N. A. R. D. Executive Committee issued this invitation, as he stood on the platform in the convention held at Philadelphia last August: "Come and see Charley Huhn!" And now the entire Northwest voices the same hospitable sentiment.

The significance lies in the fact that Charley Huhn lives in Minneapolis, and that it is in Minneapolis that the National Association of Retail Druggists will hold its annual convention, August 30 to September 3.

Minneapolis is a beautiful place. And so is St. Paul. In fact, Minneapolis and St. Paul should be considered one city; will be some day, in spite of a certain degree of rivalry which now exists. And it isn't Minneapolis alone that is putting on the big celebration; St. Paul, the "brunette twin," is doing its full share. They are working hand in hand to make the event a thorough success.

It is the conviction of J. O. Peterson, transportation manager, that the attendance will be unusually large. The convention is so timed that a great many of the delegates from the East will go through to the San Francisco fair, and stop off at Minneapolis on their way back home.

* * *

A BRAND-NEW IOWA IDEA.

At the annual meeting of the Iowa Pharmaceutical Association a resolution was passed recommending a reorganization of the N. A. R. D. The plan embraces the selection of a constitutional commission of seven members, not otherwise officers of the N. A. R. D., which shall consider, primarily, the transformation of the National organization into an association made up of State units. The plan seems to be, in a way, similar to that formulated by Henry P. Hynson for the reorganization of the House of Delegates of the A. Ph. A. Both ideas center in the correlation of the State associations.

The official organ of the N. A. R. D. finds serious defects in the Iowa plan. The argument is advanced that the membership of the National body is made up of retail druggists, while that of State associations is usually somewhat of a mixture, comprising druggists, ex-druggists, clerks, professors, and traveling salesmen. Editor Craig does not see how such an organization could be more effective than the present one. Meanwhile further developments will be watched with interest. Just what is back of the plan has not yet become apparent.

* * *

A BUSINESS MEN'S SUNDAY.

"Have you ever thought what your community would be like if it possessed no churches and no schools?" asks *Profitable Storekeeping*, Chicago. The idea is then advanced that Sunday, October 10, ought to be made "Business Men's Sunday," and that it should be celebrated each year by all men engaged in mercantile pursuits going to church and listening to special sermons suitable to the occasion. It is pointed out that such a course could not fail to create a closer bond of union and a better community spirit.

In fact, *Profitable Storekeeping*, of which Frank Farrington is editor, has definitely launched such a movement. The churches have taken to the idea very readily, it is said, and a large attendance and some new faces are looked for.

THE PHARMACOPOEIA IN BRITISH COLUMBIA.

There is always more or less confusion when a revised Pharmacopœia comes out. Changing over from the old to the new cannot be accomplished at once, particularly if marked modifications have been made, for prescriptions will still come in based on the old order of things. In British Columbia an investigation has revealed, however, that the new Pharmacopœia, available the thirty-first day of last December, is the one generally recognized by the medical profession, and the Council of the British Columbia Pharmaceutical Association has gone on record to the effect that inasmuch as the 1914 revision is official throughout the Empire, members are requested to govern themselves accordingly.

* * *

Wilhelm Bodemann, ex-Kaiser of the Diastase Club, sends greetings. The headquarters of the Club during the A. Ph. A. meeting will be the Beefsteak Garret of the Hof-Bräu, San Francisco-Pacific building, corner of Market and Fourth Streets. The password will be made known on application to Herr Bodemann, but telegrams should not be sent collect.

* * *

A resolution was passed at the annual meeting of the Pennsylvania Pharmaceutical Association recommending that the N. A. R. D. withdraw its membership from the Chamber of Commerce of the United States, on the ground that it was the belief that the problems of unfair competition and price maintenance will not be fairly handled by that organization. Similar action, but a little more guarded, was taken by the New York State association.

* * *

According to an announcement made by Chairman Joseph P. Remington, at a recent State meeting, the Ninth Revision of the United States Pharmacopœia is one-third in print. The book is expected some time between August 1 and January 1.

* * *

It is stated that the drug store in the McAlpin Hotel, situated in the heart of the retail district of New York City, pays a yearly rental of $110,000.

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The Capsule was the name of a little paper put out daily during the recent session of the West Virginia Pharmaceutical Association.

* * *

Dr. George F. Payne, of Atlanta, Ga., is now a member of the Engineering Commission of his city.

SCHEDULED FOR EARLY APPEARANCE IN THE BULLETIN.

1. **Several attractive window displays—showing candy, photographic supplies, etc.**
2. **An interesting piece of short fiction relating to the collection of a long overdue account.**
3. **Several prize papers under the entertaining title of "My First Job."**
4. **Another series of prize papers, sure to be read with appreciation: "Should a Druggist Marry."**
5. **A contribution from an experienced druggist relating how he has cut down expenses.**
6. **A most readable communication under the subject of "Prominent Men as Customers of My Store."**
7. **An illustrated sketch describing drug conditions in the Hawaiian Islands.**
8. **Several dramatic recitals of how men have faced critical moments in the drug business.**
9. **The important symposium on "How I Have Increased My Sales," held out of this issue for reasons of space, will appear within a month or two.**
10. **James H. Beal will soon have an article entitled "Should a College Course Precede a Board Examination?"**
11. **The series of "Interviews with Successful Druggists" will be continued, and in the next two issues there will be described the methods of different chain-store groups.**
12. **The September and October numbers will contain editorial summaries, by staff writers, of the A. Ph. A. and N. A. R. D. conventions.**
13. **We shall shortly reproduce a large number of exceedingly interesting pictures—snapshots of well-known druggists, portraits of druggists' children, unique foreign pharmacies, prominent American stores, etc., etc.**

EDITORIAL

WILL THE PROFESSORS JOIN THE UNION?

We find from the annual volume of proceedings that a very interesting discussion on the salary question developed at the last annual meeting of the American Conference of Pharmaceutical Faculties. President Albert Schneider, of San Francisco, recommended that a committee of three be appointed to discover what salaries are now paid to teachers in colleges of pharmacy, and to make reports and submit suggestions at each annual meeting of the Conference. Professor Schneider declared himself in favor of what he called a minimum wage scale, and this he suggested as follows:

Deans	$4000.00 per annum.
Heads of Departments	3000.00 " "
Assistant Professors	1800.00 " "
Instructors	1400.00 " "

The committee to which the president's address was referred fell in line with the idea, and recommended the appointment of the proposed committee. Whereupon a very interesting and somewhat amusing discussion ensued. Some of the teachers favored the proposal. Some of them didn't.

It was pointed out, on the one hand, that boards of trustees or other governing bodies are frequently very niggardly, that teachers have great difficulty in getting salaries commensurate with their worth, and that such a wage scale as had been proposed would be a benefit to them in getting increases. This seemed to be the main argument advanced in favor of the plan.

It was promptly declared, however, that the thing might work the other way. Some of the colleges are already paying more than the figures suggested by President Schneider, and Professor Wulling believed the result would be that trustees would promptly scale down their salary lists, or at least would listen with a deaf ear to all requests for salary advances. He thought the wage scale ought therefore to be a maximum instead of a minimum scale. But to this it was replied that there were a lot of indifferent teachers abroad in the land, that they were already getting as much as they were worth or more, and that the publication of anything like a maximum scale would fill their heads with false notions and would cause their employers a lot of trouble.

So the sentiment ran backwards again in favor of a minimum schedule until some one said that if the published figures were not very great, a lot of good men would be discouraged from taking up the occupation of a pharmaceutical teacher. Better keep them in ignorance. If a man can "see his finish" at the start we shall face the same shortage of teaching material that the ministry has been struggling with for some years.

So there you are!

After the subject had been pretty well threshed out, however, it was voted somewhat reluctantly to have the committee appointed, and it will render its first report at the San Francisco meeting in August. Whether anything more will be heard from the plan remains to be seen. The first report may die in embryo.

LOCATION.

There can be no question about it whatever, much of many a prosperous drug store's success depends on location. Inside the place the proprietor may be as cross-grained and crabbed as an old shark, the clerks may be short, pert, and unaccommodating, and yet the store gets the business. Why?

Because in spite of their dislike of the store, people will not put themselves out to the extent of walking a block farther.

A few days ago a member of the BULLETIN'S staff was in a man's office, and the latter took it into his head to shine up his shoes a bit. He went into a desk drawer and fished out a new box of polish—and then began to swear.

"That's the way it always is," he growled. "So help me John Rogers, I'll never go into that place again as long as I live!"

A little inquiry laid bare the cause of the explosion. On his way down to the office that morning he had gone into a neighborhood drug store and called for a box of polish. The clerk had wrapped it up while the man was scanning his morning paper, and the customer had put the package in his pocket, paid for it, and rushed out to catch his car. On tearing away the wrappings, an entirely unknown quantity was revealed—a make of polish that neither of us had ever heard of before. That perhaps might not have been altogether bad, for it is possible that there are comparatively unknown

makes that still might prove satisfactory. But there was no patent opener on the little box. To get at the contents one had to pry off the lid with a jack-knife, a bottle-opener, or some similar device. This is the point that irritated my friend.

"That's what you're always up against at that ranch," he said. "They'll soak you every time if you don't watch 'em. They won't give you standard goods if they can help it; they've got substitutes for everything that's made, and in order to get what you want you've got to stand and argue and dodge a dozen attempts to gouge you out of a cent or two. For that's what it amounts to: a cheap browbeating for an extra cent or two. Every customer is onto the game—and still we go there, like a lot of sheep!"

He named the store. The place did a good business.

"Every month or so I get sore and quit 'em," he continued. "But I always drift back again. It's so all-fired handy!"

And thus the secret was out. Location! It was the most convenient place for that man to trade.

There are thousands of men extracting fortunes from good locations. Some of these men take full advantage of the situation and become little short of business pirates. But, after all, does it pay?

IT DOESN'T WORK THAT WAY!

Every winter, during the last eight or ten years, graduation prerequisite bills have appeared here and there in various State legislatures. The issue has become one of the questions of the day. It will not down. Wherever such bills have arisen, however, they have met with more or less opposition. The particular "argument" most frequently urged against prerequisite legislation is really a charge of bad faith. It is said with great frequency that legislation of this kind is conceived and pushed by the college professors themselves for obviously selfish reasons. They want to increase the attendance at their institutions of learning. They want to get something for themselves at the expense of the body pharmaceutic. They are willing to sacrifice the public interest on the altar of private ambition.

Is there anything in this common charge.

Apparently not much. When, a few days ago, there visited the BULLETIN offices in Detroit a well-known pharmaceutical teacher from New York State, we asked him some questions. As everybody knows, New York has had a graduation prerequisite law for something like eight or ten years. It was the first State to blaze the way with this new educational movement in pharmacy.

We asked our visitor what result the New York prerequisite law had upon college attendance when it was first passed. Somewhat to our surprise, the reply was that the first effect was to *decrease* the college attendance very markedly. In the Professor's own college the average attendance of 105 immediately dropped down to 85, and there it hung. It was fully five years before the school got back to the normal number of students, and since then the rate of progress has been about what it was before. At the present time the attendance has gradually mounted up to 125.

The same thing, we are informed, has been true of every other school in New York State—without exception. It seems clear, therefore, that a graduation prerequisite law isn't such a good thing for the professors after all. It doesn't work out quite as you might think it would, and this reminds us that certain high-minded teachers have been declaring for years that when they spoke in favor of prerequisite legislation they were really injuring instead of benefiting their own interests. Unfortunately, however, few people have believed them.

Just what the reason is for this decreased attendance cannot so easily be stated. The main cause doubtless found its origin in the fact that the New York measure included a somewhat stiffer entrance requirement among its provisions. This is almost always the case where graduation prerequisite laws are enacted. Furthermore, the law affected proprietors only, so that drug clerks as such were not involved. They could still gain registration in the good old way except in New York City, and there was consequently no immediate storming of the doors of colleges to increase the supply in the clerk market.

Announcement is made that the forty-first annual convention of the National Wholesale Druggists' Association will be held at Santa Barbara, California, September 26 to October 1.

ABOUT PEOPLE

READY FOR THE FRONT.

We publish an excellent likeness of Lieutenant-Colonel Alexander Wilson, commanding officer of the 33d Battalion, Canadian Expeditionary Forces. Colonel Wilson's battalion has been in training at London, Ontario, for several months, and will probably form a part of the third Canadian contingent which is likely to leave for England at almost any time.

Lieutenant-Colonel Wilson has been a retail druggist in Seaforth, Ontario, for approximately thirty years. The firm name was

LIEUTENANT-COLONEL WILSON.

Lumsden & Wilson up to a few years ago, Mr. Lumsden then retiring, and since that time the store has been owned and conducted by Colonel Wilson personally. He has long been connected with the Canadian militia and is a crack rifle shot, having more than once been on the Canadian team which competed at Wimbledon, England.

HEAD OF TRANSPORTATION.

J. O. Peterson is a prominent druggist located at Seven Corners, Minneapolis. Ordinarily one corner is enough. But when Mr. Peterson went to Minneapolis, more than thirty years ago, he saw the advantage of having seven.

He is chairman of the committee on transportation of the National Association of Retail

J. O. PETERSON.

Druggists. The annual convention will be held in Minneapolis, August 30 to September 3, and the traffic chairman is a very busy man.

Mr. Peterson is a 32d-degree Mason, a member of the Odin Club, of the Minneapolis Athletic Club, and ex-president of the South Side Commercial Club.

DR. A. L. LENGFELD.

The Lengfeld Pharmacies are located at 272 Post Street, and 1804 Fillmore Street, San Francisco. Until his death, which occurred June 19, Dr. Lengfeld was president, and his brother, Felix Lengfeld, Ph.G., Ph.D., was secretary of the company operating the stores.

Dr. Lengfeld was born in Auburn, N. Y., in 1850. He entered the drug business when 15 years old, but later studied medicine. The

An interesting feature next month will be a symposium entitled "My First Job."

practice of medicine, however, did not appeal to him; shortly after graduating he opened a drug store in San Francisco.

In 1883 he was appointed Professor of Chemistry and Materia Medica, University of California, and when the Dental Department was added, he occupied similar chairs in that department, also. He resigned in 1900.

Dr. Lengfeld was a member of the Pharmacopœial Convention in 1890, and vice-president of this convention in 1900 and in 1910.

JUDGE JOSEPH W. ERRANT.

At the age of 55, on his ranch near Rialto, California, Joseph W. Errant answered the final call on Tuesday, June 29. Death was due to a second stroke of paralysis.

For years Judge Errant was the legal adviser

JOSEPH W. ERRANT.

of the National Association of Retail Druggists and as such became widely known in the drug trade. His counsel was sought by those who guided the destinies of the association, and he was a strong factor in its upbuilding. In 1911, just before starting for the N. A. R. D. convention at Niagara Falls, he was stricken with paralysis, and shortly thereafter he retired to a ranch in California.

Judge Errant was prominent in educational and sociological affairs in Chicago, where he resided until four years ago. He served as a member of the Board of Education, and of the Civil Service Commission.

PROMINENT IN MINNESOTA.

Paul Hargesheimer, of Rochester, Minnesota, died very suddenly at his home July 1. He was one of the best-known druggists in the Northwest, having been a prominent figure at State association meetings for a number of years.

Mr. Hargesheimer's death was quite unexpected. He was forty-five years old and leaves a widow and four sons, besides three brothers, the latter all druggists.

PROFITS AND EARNINGS

LARGE PERCENTAGES.

There appears to be something wrong with this statement. Even before we begin figuring percentages, we are able to see that the figures submitted tell a tale that it is difficult to credit.

1 Cash received from all sales and book accounts		$13408.40
2 Book accounts beginning of year	$	
3 Book accounts end of year	$	
4 Difference on book accounts		$
5 Net sales for the year		$13408.40
6 Inventory of stock beginning of year		$1704.00
7 Purchases during year		7672.60
8 Total cost of merchandise		$9376.60
9 Inventory of stock end of year		$2312.00
10 Net cost of merchandise sold during year		$6964.60
11 Gross profits		$6443.80
12 Current expenses		$4521.40
13 Net profits		$1922.40
14 Total income from business		$

Starting with a stock invoicing $1704, our correspondent is able to do a $13,408.40 business. The goods sold during the year cost $6964.60, leaving a gross profit of $6443.80! The record shows a gross profit of more than 48 per cent, an expense of nearly 34 per cent, and a net profit of 17 per cent.

A LETTER AND A REPLY.

To the Editors:

In reference to the statements of druggists' businesses which appear in the BULLETIN OF PHARMACY, there is just one point I would like to ask about. I have seen a few druggists make up their annual statements from the BULLETIN, and in figuring the inventory at the end of the year they did not take into consideration whether the goods on hand were all paid for or not. Shouldn't the amount owed for any of the goods on hand be deducted from the value of said goods?

Please publish a little information on this subject.

E. J. L.

The difficulty in this connection is brought about by confusing a consideration of the busi-

ness as such with the individual's or firm's financial standing. The latter is a matter of bookkeeping entirely. In treating a business statement we pay no attention whatever to that item commonly designated "present worth."

When a man strikes a balance to find out where he is at, to use a common expression, the item you suggest must of course be taken into consideration. But in treating a business statement in the BULLETIN we are concerned only with the profit showing made by the business. An attempt is made to learn whether or not a man is conducting his affairs on a scientific basis; whether he is making in net and gross profits what he ought to make from the amount of money he takes in over his counter. That is all. What he owes is entirely beyond the scope of the investigation.

Therefore, in direct answer to your question, the amount owed for goods on hand should not be deducted.

A STATEMENT AND AN EXPENSE ACCOUNT.

Here is a Minnesota man who, apparently (note the saving qualifier), is making nearly all he could expect; not quite, possibly, but almost.

His net profit is $678, and he allows himself a salary of $1200. This makes $1878 that the business yields in earnings.

The total sales for the year are $10,125.79.

The percentage of gross profit is 36.2; of expense, 29.5; of net profit, 6.7.

We are reproducing herewith a schedule of expenses which accompanied the statement, and it presents a number of irregularities:

1 Cash received from all sales and book accounts		$9715.21
2 Book accounts beginning of year	$34900	
3 Book accounts end of year	$7555.8	
4 Difference in book accounts		$407.58
5 Net sales for the year		$10125.79
6 Inventory of stock beginning of year		$2884.44
7 Purchases during year		$6738.33
8 Total cost of merchandise		$9622.77
9 Inventory of stock end of year		$3165.57
10 Net cost of merchandise sold during year		$6457.20
11 Gross profits		$3668.59
12 Current expenses		$2990.59
13 Net profits		$ 678.00
14 Total income from business		$

Freight and express, $292.02, and dravage, $59.50, making a total of $351.52, should be charged to the cost of merchandise, and not entered in the expense account.

Then, too, interest at the rate of 5 per cent has been figured on investment and entered in the schedule of expenses. This should never be done. An interest charge is technically a charge against the net profits of the business instead of an expense item.

There is a total absence of one item which is very important, not to say indispensable—depreciation. Ten per cent of the valuation of the fixtures should be written off and charged to the expense account each year.

So, after all, Minnesota's statement falls like a house of cards. And our figures go with it; they are valueless.

Once again is the absolute necessity of accuracy and uniformity demonstrated.

A TEXAS STORE.

This Texas store makes a good showing in percentage figures. Gross profit is 33.3—which is a trifle low. Expense is 22.1—which is also

1 Cash received from all sales and book accounts		$9417.20
2 Book accounts beginning of year	$1562.48	
3 Book accounts end of year	$2265.26	
4 Difference in book accounts		$682.70
5 Net sales for the year		$10099.90
6 Inventory of stock beginning of year		$2264.41
7 Purchases during year		$6650.11
8 Total cost of merchandise		$8814.52
9 Inventory of stock end of year		$2079.24
10 Net cost of merchandise sold during year		$6735.28
11 Gross profits		$3364.62
12 Current expenses		$2239.95
13 Net profits		$1124.67
14 Total income from business		$

low. And because the expense percentage is low the percentage of net profit—11.2—is pretty good.

So, taken altogether, Mr. Texas comes out about where he should. It's the net profit, after all, that counts.

A LOSS.

This statement shows a loss of $471.81. From the fact that there were no book accounts at the beginning of the year, we infer that the statement covers this man's first season at his present location. The expense account includes

1 Cash received from all sales and book accounts		$
2 Book accounts beginning of year	$	
3 Book accounts end of year	$75.00	
4 Difference in book accounts		$
5 Net sales for the year		$6000.
6 Inventory of stock beginning of year		$ 000.
7 Purchases during year		$2929.06
8 Total cost of merchandise		$6189.06
9 Inventory of stock end of year		$1290.
10 Net cost of merchandise sold during year		$ 4959.06
11 Gross profits		$1040.94
12 Current expenses		$1512.75
13 Net profits 1988		$ 471.81
14 Total income from business		$

a proprietor's salary of $1200. Expressed in percentages the gross profit is 17.3 and the expense 25.1. Pretty bad!

This man's expense is all right, but his gross profit is all wrong. He is selling his goods far too cheap.

The Iowa druggists met this year at Clear Lake, and the pictures on this page were furnished by C. M. Lambert, of Geneva. The Oaks Hotel where the convention was held.

It will be seen that most of the meetings were held out in the open on the front steps, with the officers seated at a table facing the crowd. Quite a novel idea!

This view was taken from the audience and shows J. L. White, Washington correspondent of the N. A. R. D., addressing the convention.

Another view of the convention assembled in the open. Druggists out in Iowa evidently believe in fresh air, and they must be a sensible crowd of men.

Annual Meeting of the Iowa Pharmaceutical Association.

We are indebted for the pictures on this page to Louis V. Middleton, Grand Rapids, and they were all taken at this year's meeting of the M. S. P. A. In this view we have some of the children of the organization.

Reading from the left are Grant W. Stevens, retiring president of the M. S. P. A.; C. J. Jongejan, president-elect; "Doc" Martin, president-elect of the Travelers' Auxiliary; and retiring president Dooley of the Auxiliary.

Here we have a scene representing the hall game between the druggists and traveling salesmen. What the result was nobody knows—probably 100 to 70.

The boat race out at the lake was one of the exciting events. Each boat was weighted to 300 pounds. The convention was held this year at Grand Rapids.

Annual Meeting of the Michigan Pharmaceutical Association.

The Filantropica Pharmacy, Trujillo, Peru, South America. Trujillo is the center of a very rich section in Northern Peru.

Interior of the Marcus Avenue Pharmacy, St. Louis, Mo., an attractive store, of which B. J. Spaeth, seen in the picture, is proprietor.

This Muskegon, Mich., store is owned by a woman, Mrs. Brundage, the lady in the center behind the show-case. Fred A. Castenholz is manager.

Clyde A. Keller's store, Viborg, South Dakota. "In business for your health" is the slogan Mr. Keller has adopted for his printed matter.

Four Stores.

BROWN & ALLEN'S NEW STORE, ATLANTA, GA.

One of the most beautiful pharmacies in America. It is 70 feet deep by 32 feet wide, and the soda fountain is more than 60 feet long.

Monthly Prize Questions and Answers.

The first topic discussed this month is the very important one: "Does it pay to make your own galenicals, or is it wiser to buy them and devote your time to salesmanship, the general management of the store, and the increase of business?" The second subject is: "What chance does a druggist have against other dealers in the handling of phonographs?" The papers are good and will be read with much interest.

Does it Pay to Make Your Own Galenicals?

Answers to a question announced in April.

PRIZE ARTICLE: A MATTER OF DOLLARS AND CENTS.

By James A. Arkin

When a young man attends a college of pharmacy he becomes imbued with the idea that every pharmacist should make his own galenicals. How to make them is one of the many useful things he learns at college.

But a few short years in the pharmaceutical world, in contact with the practical side of

Mr. and Mrs. Jas. A. Arkin.

pharmacy, proves to him that this idea is wrong. It may take several years to "show" him, but he will learn eventually that it is wiser to buy galenicals than to make them.

From the standpoint of the small pharmacist, the man who conducts his store alone or with the help of one or two clerks, the question is not [illegible] how to manufacture galenicals. It is purely a matter of business to be figured in dollars and cents.

It was not so many years ago that the apothecary manufactured his own plasters, solid extracts, oleoresins, and even some of his chemicals. Now the pharmacist who does this is a rarity.

The reason for this change is not hard to find. Modern methods adopted by firms who have specialized in certain lines, have resulted in the production of preparations so superior to the old hand-made and extemporaneously prepared products that there can be no question as to which are the better.

THE EXCEPTIONS.

Where galenicals can be prepared by simple admixture, it is advisable probably for the pharmacist to make them. The majority of waters, some of the elixirs, a few of the ointments, and several of the liniments and tinctures come under this classification. Infusions, decoctions, mucilages and certain of the mixtures by their very nature must be prepared fresh. There are certain other preparations such as the collodions, the masses, the powders and the wines that might readily be prepared by the pharmacist, but they are little used and the time and labor required in preparing them often more than doubles the cost for which they can be bought.

In my opinion the average retail pharmacist has no business attempting the manufacture of fluidextracts. This also applies to tinctures made by percolation and maceration. To start with, the drugs used should be thoroughly tested. The time involved before the finished product is completed is excessive for the result obtained.

The evaporation of alcohol used in the process is considerable. Replenishing this loss increases the cost, and if care is not taken to bring the finished product up to standard strength the evaporation results in a variable product.

In most retail stores a quarter pound of each of the majority of fluidextracts lasts from three to six months. Why go through all the involved processes required for their manufacture when a small sum, much less than the actual cost of the labor involved, will buy several months' supply? The time and labor can be put to much better advantage around the average drug store.

THE QUESTION OF STANDARDIZATION.

With many galenicals, standardization is required. This is a step in the right direction and it would be far better if all galenicals could be standardized, yet this only adds more difficulties to be met by the pharmacist in the manufacture of his own preparations.

To standardize galenicals, accurate analytical apparatus is required. The cost of this is considerable, even excessive, when the little use such apparatus will be put to is taken into account. Breakage is an item of expense to be considered here also.

Another point that should be considered in the manufacture of galenicals by the pharmacist is the fact that he cannot give his undivided attention to this work. He is subject to interruptions, such as the entrance of customers or otherwise, that may call him away at a critical point in the process. This is liable to cause errors and inaccuracies in the finished product.

Personally, I still make my own aromatic elixir, camphorated oil, tincture of iodine, etc., but I am beginning to wonder if it would not pay me to buy even these.

THE PROPRIETOR'S PLACE IS IN THE FRONT STORE.

By Daisy A. Frick.

In a small country store where the entire business is a one-man job, it would not pay the proprietor to spend much time behind the prescription case—that is, if he has any reasonable amount of patronage. He should be at liberty to take care of his trade. The small amounts of galenicals used would not justify making them. They could be bought from some reliable manufacturer much more cheaply, and the preparations would excel in quality, since the manufacturer is equipped with better facilities and has better buying powers than the small retailer.

But with any kind of a drug business that justifies the employment of one or more registered pharmacists, it certainly pays to make a great many preparations. By this I mean they should be made in the pharmacy, not by the proprietor but by the registered clerk, who should, of course, be a competent one.

In selecting the list to be made, the time it takes to make the products should be counted against the expense and compared with the price of galenicals if bought ready-made. The demand one has for them should determine the extent of the list.

I do not believe the average pharmacist is equipped to make his own fluidextracts or to assay tinctures. Neither is he in position to get crude drugs in the way that the large manufacturer does. But there is a long list of syrups, tinctures, ointments, etc., that can be made in the average pharmacy.

CUSTOMERS EXPECT TO MEET THE PROPRIETOR.

The proprietor's place is in the front of the store where he can personally meet his customers, who desire and expect such courtesies. They wish him to know that they are honoring him with their patronage, and they are better customers when the proprietor takes a personal interest in them.

It is not always policy, however, for the proprietor to try to wait upon all of the customers, even in the small town. The clerk is entitled to the honor of salesmanship, too. His friends are the proprietor's customers, and upon the clerk's popularity with the trade largely depends his earning capacity.

Store arrangement, ways of increasing business, and general salesmanship can be attended to by the proprietor with a greater freedom and a wider scope if he does not have on his mind a tincture in process of manufacture, or an ointment half made. He can also see, by being out on the floor, just where his sales force is lame and where it is game. He gets the customer's point of view as well as that of the clerk.

I have tried both plans of store work, attending to the manufacturing and prescription work myself while the clerk took care of the trade, and keeping the clerk behind the prescription case while I stayed out front. The customer has a right to the attention of the proprietor, and if he is never in sight, he is always being called out to the front by the customer or the salesman.

His work is thus interrupted and his mind perturbed to the extent that he finally has to

turn the job over to the clerk. Time is lost and both the proprietor and clerk are on a half-hearted job.

THE QUESTION IS: HAVE YOU HELP ENOUGH?

By Theo. B. Fant

Almost every druggist is in a position to make his own galenicals. With few exceptions it pays to make your preparations, provided you have sufficient help, otherwise it is better to buy them and devote your time to salesmanship and the general improvement of the store.

If you do not have a man whom you can keep busy making up such galenicals as are needed, I do not think it is advisable to give up the front of the store to do it yourself. There are some dull days during the week, and at these times with the help of a small force it is surprising how much can be accomplished in the way of getting up stock for weeks to come. Then, again, a great deal of manufacturing work can be done at night, without neglecting the duties at the front. In small stores it is usually not much trouble to make up the necessary stock and still devote the better part of the day to salesmanship.

If the store force is small and you have a great deal of business, devote your time to the front of the store. If you do not have much business, stay at the front to get it.

Although we make up most of our stock, we continue to buy such galenicals as we see fit. Of course the average druggist can buy from pharmaceutical houses a great deal nicer preparations than he can make himself, and in case he has any trade with country doctors he will find it easier to sell the doctors the galenicals made by the pharmaceutical houses than those made in his store.

What Chance Does a Druggist Have Against Other Dealers in the Handling of Phonographs?

Answers to a question announced in March.

PRIZE ARTICLE: THE DRUG STORE THE MOST LOGICAL PLACE.

By Burton L. Bennett

It was along in the late nineties that I first became interested in phonographs or talking

Burton L. Bennett

machines. I was the first dealer in my city to offer them for sale.

But at that time the talking machine industry was in its infancy; the instruments were not the perfected devices that they are to-day. The motors were small in comparison to those now in use; the records were made of wax and easily broken or destroyed by handling.

After a time I became discouraged and ceased to handle the line, as I did not think it would ever become a commercial success. That's where I made a big mistake. Instead of sticking and allowing my business to grow with the development of the phonograph, I quit, and thereby lost the prestige that rightfully should have been mine.

About 1910, when the hornless disc graphophone appeared on the market, came my second opportunity to handle talking machines. I grasped it. So much so that I now figure 20 per cent of my gross receipts comes from phonographs and supplies.

The beauty of the business is that every time I sell a machine I make a customer for innumerable records and supplies. I am creating future sales and laying the foundation for a constantly increasing trade. The line is one that is always in demand and allows a good margin of profit.

To my mind the talking machine business is

fully as desirable and as easily conducted as is the selling of cameras. And hundreds of druggists know from experience what a large volume of business it is possible to derive from the latter.

The camera and supply trade is at its height in summer, the phonograph trade swells to its largest proportion in winter. The two serve to balance each other and keep the volume of business on an even keel.

WHY HANDLING THE LINE PAYS.

Phonographs do not require much space in which to display them. Just room enough for a few small machines on the counters, and a cabinet or two on the floor suffices. Considering the amount of space required, no other department of the store pays larger returns.

From my experience I am led to believe that there are at least six good reasons why the druggist has an equal, if not a better, chance against other stores in the sale of phonographs. Here they are:

1. Drug store locations are usually such that they lend themselves most favorably to the display of any line of merchandise that has merit.

2. Drug store hours of doing business are longer than those of most other stores, hence the owners have greater opportunities to make sales.

3. No special technical knowledge is required to sell phonographs or records.

4. Drug stores cater to a wide class of trade; the high and the low, the rich and the poor. Phonographs range in price from $10 to $500. There is a style to suit every taste and a price to fit every pocketbook.

5. The public looks to the modern drug store for many different articles, and can be educated quite easily to purchase there phonographs and supplies.

6. And most important of all—phonographs, like cameras, are sold to the dealer at a restricted resale price and on an exclusive agency plan. There is no price-cutting and no competitor next-door has the same line.

THE DRUGGIST HAS MANY ADVANTAGES.

By Mark A. Sawrie.

Since no other line of business attracts as many classes of people as does the modern drug store, and since the number of drug stores in a town is generally less in proportion to the population than any other kind of store attracting a general trade, it follows that the druggist not only has the opportunity to reach a greater number of people than is possible in any other line of business, but he also has the advantage of reaching people of every class. His customers include every one from the laboring man who is a prospective buyer of the cheapest instrument to the well-to-do man of leisure who is in the market for a machine selling at $200 or upward.

The important thing to do in selling phonographs—or anything else, for that matter—is to be able to bring the merchandise to the attention of the public in such a way that the people will be induced to make purchases, when they had not expected to buy. No other merchant has the same opportunity which the druggist enjoys in the development of phonograph customers, for in no other line of business do people so often have to wait while their goods are being prepared.

DEVELOPING A "PROSPECT."

Take, for instance, the customer who comes in to have a prescription filled, a procedure which will require a wait of ten minutes. How can the druggist be more polite than to

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QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **What is the best method of displaying own-make preparations in the store?** *Submitted by Lester E. Lenrow, Newark, N. J.*

2. **Should women be employed, as well as men, in stores located in residential districts?** *Submitted by Mrs. E. J. Parsons, Columbus, Ohio.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by September 10.

quiet hour if he would like to hear some good music while he is waiting. By ascertaining the particular kind of music in which the customer is interested an important step in the development of a "prospect" has been taken.

The psychological effect produced by music in which the customer is interested will place him in a receptive mood for more music, and in this mood he will yield most readily to the suggestion that a phonograph will furnish many such moments of entertainment in his home. This method of producing real desire on the part of the prospective purchaser has led many a customer who is waiting for the filling of a 40-cent prescription to become a customer for a phonograph selling at anywhere from $30 to $200.

Among those who are likely to be good phonograph customers are chronic invalids and those who are shut in because of ill health. We have made several good sales to people of this class upon the recommendation of attending physicians.

The fact that the drug store is open in the evenings when other places of business are closed, is still another advantage in favor of the drug store handling phonographs.

CATCHING EVENING TRADE.

By putting a good record on the phonograph in the quiet hours of the evening, when the day workers are strolling the streets, we are often able to attract some one who "just came in to listen," but who goes out of the store a "live prospect."

Later, when the machine has been bought and the regular purchase of records begins to follow, these same people will come to the store in the evenings to make their selections. Thus the accommodation of the open hours of the drug store aids the druggist in keeping up the interest of the customer and stimulating greater sales of records to those who already possess machines.

Finally, as the drug business is one made up of small sales, the druggist who is accustomed to handing out 5-cent packages of epsom salt, or working half an hour to compound a decoction called for in a household receipt, develops more enthusiasm than any other dealer in handling phonographs, because the profits resulting from large sales appeal to his commercial instinct. The merchandising ability which enables a druggist to make his living from a business of small sales makes him appreciate the value of having a line bringing in such large individual sales, and sales, too, which will be followed by a steady purchase of records. This enthusiasm is still another valuable asset in favor of the drug store handling phonographs, for in no other line does such an enthusiasm seem to develop.

INTERVIEWS WITH SUCCESSFUL DRUGGISTS—Andrew R. Cunningham

Paper

By WALTER M. CHASE

In 1907 Andrew R. Cunningham, with the assistance of one senior and two junior clerks, was conducting a neighborhood drug business [illegible] of Detroit. To-day he is operating five stores, three of them in the center of the city—"high rent" district, and his employees number one hundred and thirty three.

The three largest stores are located on Woodward Avenue, Detroit's busiest thoroughfare, in positions where they are passed daily by tens of thousands of possible customers. The main store at 177 Woodward [illegible] advantageously situated to [illegible] trade from the north or the southern [illegible] The second store, which [illegible] the warehouse of the Cunningham chain, is but a short distance up the street, at 219 Woodward. The third down-town store is at 89 Woodward, not far from the steamboat docks, whence, on each day during the summer months, thousands of people start on pleasure trips.

In close proximity to several of Detroit's largest and best hotels is the fourth store in the Cunningham group. It is located at the corner of Park and Adams, facing Grand Circus Park, and occupies the ground floor of a twelve-story office building tenanted, to a great extent, by physicians. Prescription service is made a special feature at this store,

and in addition considerable quantities of sick-room supplies and toilet articles are disposed of.

The original store of the group is located at 264 Joseph Campau Avenue, in one of the residential districts of the city.

A COMPLETELY EQUIPPED RESTAURANT!

Connected with, and in the basement of, the Park and Adams store is a regular café where appetizing meals may be secured at moderate prices. This restaurant has a seating capacity

Every one of these Saturday

Drug Store Specials

had to pass a most rigid quality test

before it ever entered our stocks, because these great Drug Stores are first of all RELIABLE! We combine the accuracy and precision of the efficient pharmacy with the great purchasing power and price cutting ability of our five great Drug Stores—the largest chain of Drug Stores in Detroit!

Just a Few of the Many Specials in Drugs, etc!

And Here's a Few Specials in Toilet Articles!

Whether You Decide On This $3.00 Box Camera At $2.70

Standard Drug Store 5 WOODWARD AVE.

CUNNINGHAM'S DRUG STORES

Central Drug Stores 215 WOODWARD 89 WOODWARD

Three Big Drug Stores on Woodward Ave.

A newspaper announcement of the weekly specials.

of 250 and is open from seven in the morning to eight at night. Until two o'clock in the afternoon service is of the serve-self type—that is, the patrons are provided with trays and pass along a counter where are arranged foods offered for sale and from which the lunchers select such dishes as most appeal to them. From two in the afternoon until closing time table service prevails.

The restaurant is fitted in mahogany and presents a particularly clean and inviting appearance. The tables seat four persons each. Every table has a plate-glass top, under which is placed a dainty hand-worked doily, adding greatly to the attractiveness of the service.

A grape-arbor effect is secured by an arrangement of artificial grapes and leaves suspended from the ceiling. Ferns in wicker and birch bark baskets are also a part of the decorations. More than a score of people are required to carry on the work of the restaurant.

The five stores are all under the supervision of Mr. Cunningham, but each one is directly in charge of a manager and an assistant, who are responsible for the conduct of their particular branch. All the stores, particularly those on Woodward Avenue, are highly departmentized; the clerks employed devote their entire time to the conduct of their respective departments.

WOMEN CLERKS IN SOME DEPARTMENTS.

Some of the departments, such as toilet goods, stationery and sundries, are in charge of women, and it is Mr. Cunningham's contention that women are more effective than men in such departments.

The drug clerks and the prescriptionists are registered pharmacists selected for their ability to render "Cunningham service" to the numerous patrons of the store. It is upon this one point of "service" that the Cunningham stores make their strongest bid. In them, as in the Wanamaker stores, "the customer is always right."

As an indication of the importance with which Mr. Cunningham regards the courteous treatment of customers he has posted in a conspicuous position, where every clerk sees it several times a day, this sign: *"Our Competitors Can Buy Just As Good Merchandise As Ours. Do Their Clerks Give Just As Good Service?"*

From the ranks of the clerks are recruited the stores' managers, assistants, and department heads. For this reason they are selected with great care, and Mr. Cunningham has adopted numerous expedients to make the clerks more valuable to the stores and, incidentally, to themselves.

He has recently instituted a series of talks to be given from time to time on subjects of importance. At the close of the day's business the clerks and managers gather in the Cunningham restaurant, where they are served with an excellent meal, after which they are addressed by a speaker who is thoroughly

conversant with his subject. At the initial "get-together," held on the evening of July 12, the talk was given by a representative of the Sheldon School, who took for his subject "Efficiency." Mr. Cunningham intends to make these meetings a regular feature, as he believes that they will be of considerable advantage both to the stores and to the clerks.

PROMOTING STORE EFFICIENCY.

Another scheme for increasing the efficiency of employees is by means of slogans dis-

Perfumes and toilet articles are brought to the front at 155 Woodward Avenue.

played where the clerks are sure to see them. Each morning a different placard is posted in a conspicuous position and remains there for the day. Some of the cards deal with problems of salesmanship, some treat of courtesy, others have to do with questions of store policy, but whatever their nature, they are all intended to act as incentives for promoting a friendly feeling of cooperation between the management and the employees.

Here are a few of the slogans:

[illegible]

THE BUYING.

All buying for the stores in the chain is done by a purchasing agent whose office is located at 219 Woodward Avenue. This store also serves as the warehouse of the company. To it the branch managers send in their requisitions for goods needed.

Nationally advertised goods are conspicuously displayed in the five stores and the customers are not unduly importuned to buy substitutes. The stores have the agencies for several leading lines of toilet and household preparations in addition to a quite comprehensive line of "own-make" goods. High-grade toilet accessories, rubber goods, perfumes, manicure articles, and various novelties or utilities have prominent display positions and are pushed consistently.

Large soda fountains in charge of competent dispensers are featured in all of the stores. The same sanitary and spotless appearance

The cigar case has a conspicuous position in the store at 155 Woodward Avenue.

that characterizes the Cunningham establishments is particularly noticeable at the fountain. The fountains in the down-town stores are thronged all day long with thirsty or hungry shoppers and pleasure seekers.

SOME DEPARTMENTS SUBLET.

Cigars and candy are carried in all the stores, but a unique policy has been established regarding them. Mr. Cunningham considers that these two lines, in order to be handled successfully, require a great amount of care and attention, and for that reason he has deemed it advisable to sublet both the cigar and candy privileges. The concerns which operate these two lines place competent clerks in charge, and all money received from

sales passes through the hands of the cashiers of the stores. The rental charges are based on a percentage of the sales of the departments. Both candy and cigars are allowed the privilege of window displays weekly.

In addition to the salespeople employed in the different stores there are also a number of other employees. Each store has one or more cashiers, bookkeepers, porters, messenger boys, etc.

A window dresser is employed to trim the windows of the three stores on Woodward

Exterior of the Adams Avenue store.

Avenue. Trims are changed at least once a week, and in many instances every day.

ADVERTISING.

It takes the entire time of one man to print the various window signs, fountain placards, and price tickets that are used in the five establishments. Every article offered for sale in a Cunningham store has the price plainly marked on it if it is possible to do so.

As can be seen from one of the accompanying illustrations, conspicuous outside signs are a feature of the stores. Mr. Cunningham believes that well-executed signs, combined with attractive window shows, are most important factors in attracting business.

Newspaper advertising is, at present, depended upon almost entirely to furnish general publicity. Advertisements are run weekly calling attention to the special Friday and Saturday sales which are features of the business.

Fifty large signs are shortly to be erected by Mr. Cunningham at various points in the territory adjacent to Detroit. These signs will be placed in positions where they cannot be overlooked by autoists and other travelers.

TEN OPERATIVES DOING PHOTOGRAPHIC WORK.

A most important line with Mr. Cunningham is cameras and supplies. Large stocks of all sizes of cameras, complete assortments of films to fit every make of camera, and the innumerable supplies required by amateur and professional photographers are constantly displayed, and numerous window trims are devoted to the line.

The entire second floor of the store at 89 Woodward, with the exception of a small room devoted to the use of the sign printer, is given over to the developing, printing, and enlarging department. Ten people are required to handle the immense amount of work turned out every day. A twenty-five-hour service is given on printing and developing—that is, films that are brought to any store are ready for delivery twenty-five hours after their receipt.

That the work turned out by the ten opera-

Prominent outside signs make Cunningham stores easy to identify.

tives is of excellent quality is indicated by the following scale of prices which the work commands:

DEVELOPING.

All rolls	15 cents.
5x7 film packs	50 cents.
Smaller film packs	25 cents.
Separate films out of packs	5 cents.
5x7 plates	7 cents.
Smaller plates	5 cents.

PRINTING.

2½x4¼ and smaller	3 cents each.
3¼x3¼, 3½x3½, and Brownie Postals	4 cents each.
3¼x5½, 4x5 and postals	5 cents each.
4¼x6½, 5x7	7 cents each.

In special cases, when the customer desires to secure his negatives or prints in less than 25 hours, the foregoing prices are doubled.

Furnishing bromide enlargements is made a point of special appeal to camera enthusiasts, and the revenue obtained from this work is considerable. Owing to the nearness of the store at 89 Woodward to the various docks from which excursion steamers leave, the camera department is opened at an early hour on Sunday mornings to accommodate the picture takers who desire to lay in a supply of films or plates before starting on a day's outing. The extra sales obtained in this way make the early opening decidedly worth while.

THE EXPERIENCES OF A TRAVELING SALESMAN

6th Installment

By J. E. E.

Some people think that a traveling man's occupation is a dangerous one. And it would seem so, surely. We read about train wrecks every few days, all the ghastly details are played up in big type, and the impression is driven home that every time a man starts on a journey he takes his life in his hands.

But all this is due to newspaper enterprise; or, stated differently, to the fact that newspapers give readers what they want. A wreck makes good material; Bill Hicks dying of strangulated hernia doesn't; so we hear about the wreck, and Bill goes into the ground as quietly as a woodchuck.

In 1913 the United States kept its eye on 63,298,718 of our nearly a hundred million population. Out of this number only 8212 were killed or injured in railway accidents, and undoubtedly a large number of these were employees.

So it isn't very dangerous to ride on the train.

I was never in what could be called a wreck, although I have had, a number of times, what might pass for narrow escapes.

I remember that we were running parallel with a river, one time—the river on one side; high, almost perpendicular, bluffs on the other. All at once the train began to slow down just as fast as it was possible for a train to ease up. So abrupt was the change in gait that it threw [illegible] forward onto the backs of the seats in front of them.

When the train came to a standstill, we went out to see what was up. The first thing I noticed was that on the near side was a man creeping by the track, rubbing his side. I learned later that the man was the fireman, who had jumped. How in the world he managed to duck in the narrow strip between the track and the river I could never quite get through my head.

What had stopped us in our 50-miles-an-hour flight was this: a rock about as big as a pair of kerosene barrels had become detached from its moorings high up on the bluff and had come hurtling down toward the train. The engineer, looking out ahead and looking up, had happened to see it, and had instantly made every effort to stop the train before the rock reached the track. Scenting danger, the fireman had jumped.

The rock stopped on level ground beside the track about midway of the train; fortunately it did not try to push us into the river. All the passengers got was a bad jolt. The steps were ripped off of three of the coaches.

Another time I was in the caboose of a long freight train (in the territory in which I traveled we were permitted to ride on freights), when the former broke loose from the string of cars and the train went on and left us. We skated along until we stopped right in the middle of a long, high bridge. We knew, of course, that the train would come back and get us—but what would happen when it bumped into us, in making the coupling?

The conductor and two brakemen were with us. Some one asked the former what we—four or five traveling men—had better do. He advised us to get out and walk back to the end of the bridge, saying he would back up the train and pick us up.

Now the bridge was literally covered with ice—as slippery as a bridge could possibly get. And it looked like 15,000 feet down to the water below!

There were no board walks to either side of the bridge; to get back one must step from tie to tie. I was fat and clumsy, and I didn't dare

attempt it. I preferred to take my chances in the caboose.

So I stayed—and stayed alone. The conductor and brakeman had gone forward to meet the train, planning to catch onto the sides of box-cars and go up the ladders to the top. They, evidently, didn't care to stay in the caboose.

I sat down and waited. The train approached, and I shut my eyes.

Bang!

And no harm done! The caboose caught on at the first impact, and all danger was over. I lit a cigar and was carelessly reading a paper when my companions climbed aboard. Brave man!

But it doesn't always come out this way. There are accidents, of course, and fatal ones, too. I struck a town one day when two of the boys lay dead at a local undertaker's, and three more were in the hospital.

All five of them had been sitting in a caboose waiting for the train to get ready to pull out. The train went onto a siding to let a through freight pass. Some one neglected to turn the switch, and the through freight smashed into the waiting train.

One of my acquaintances came into a town one night on a freight, and the train stopped to take water. The man had never made the town before and did not know whether he was near the depot or not. The conductor and brakeman had gone out the front door and my friend was alone. He thought he would investigate, so he went out the rear door. The night was extremely dark, and he couldn't see the ground. Thoughtlessly he went down the steps of the caboose and stepped off. The caboose stood on a trestle, and he fell about forty feet. He died three days later.

Another friend of mine got a broken shoulder-blade and was quite generally shaken up, all brought about in a most peculiar manner. He was on a passenger train which was moving slowly through a little village, having just left the depot. A runaway team came dashing down the street and ran straight for the train, striking it in about the middle of the next to the last coach. There was a switch at this point, its mechanism secured by a lock. The wagon struck this switch, and in some incomprehensible way turned it, causing the rear coach to take the siding. The coach broke loose from the train and tipped over. A number of passengers were hurt, but there were no fatalities.

Incidentally it might be mentioned that in the suits that followed, the courts held that the railway company was not to blame for this accident!

But personally, during my ten years of road work, I escaped serious injury, as most traveling men do. The calling is not a hazardous one.

Neither do I believe that it is a very healthful occupation. We hear a great deal about men going on the road for their health, but this usually strikes me as an excuse, rather than a good, valid reason.

The drug business is confining, and all that, but druggists as a class are as healthy as pet pigs. Not all are fat, it is true; but is there any assurance that a man who keeps skinny while conducting a store would flesh up if given a grip? And, again, is a fat man healthier than a slim one?

For dyspeptics the road is a short-cut to the grave. All kinds of food, taken aboard at all hours—how can such a treatment be good for a lame stomach?

Wholesale houses don't want sick men, either. It is a bad and in some cases a disastrous error for a man to tell the head ogemah who does the hiring that he is somewhat run down and wants to get out into the open air for the good of his constitution. Taken as they come, road jobs demand men who can stand several varieties of strain; who can sleep standing up, like a horse, and who can eat bull-beef fried in tar.

If a man starts in with a bad stomach he is bound to be grouchy. The corners of his mouth turn down like a wet moon, and he is likely to act up a little if he doesn't get an order.

A great many men start in all right, but they can't stand the pressure. Little by little gall and wormwood seeps through them. Their faces get hard and set and pugnacious, and they become uncompromising, selfish, and unreasonable. But these men are not to blame. They are merely not adapted to the work. They are misfits. They belong in some other occupation.

(To be continued.)

SOME EVERY-DAY COMPOUNDING PROBLEMS

At a recent meeting of the Detroit branch of the American Pharmaceutical Association, Secretary Albert A. Wheeler called attention to a number of prescriptions the compounding of which involved the exercise of considerable pharmaceutical knowledge and presented many interesting features to the members present.

Mr. Wheeler is connected with the store of Leonard A. Seltzer, who conducts a strictly prescription pharmacy in a building occupied almost exclusively by physicians, and the prescriptions shown were all taken from the store's files.

Several Detroit physicians write frequently for "Iodine Cubes," a preparation for administering free iodine. The prescription when received reads as follows:

> Iodine .....1 12 grain.
> Glycerin,
> Water,
> Gelatin, aa q. s. ad.....1 drachm.
> Make of such No. XXV.

These cubes are made by Mr. Wheeler in lots of 100. Two packages (about 50 grammes) of Cox's gelatin are dissolved, by aid of heat, in a mixture of 150 Cc. each of glycerin and water. To this solution there is added 8 1 3 grains of iodine in the form of Lugol's solution, and the whole is mixed thoroughly. While yet warm and in a liquid state the mixture is poured into a suitable sized frame resting upon a cold slab. When cold the mixture is divided, by means of a penknife, into 100 cubes. The cubes are then dusted with starch to prevent adhesion. Cubes made in this way are intended to be administered by dissolving in hot water.

An ointment frequently met with in the [illegible] is the following:

> [illegible]
> [illegible] ..... 1 ounce
> [illegible] .....
> [illegible] ..... 2 ounces

[illegible] this prescription it may be mixed in a mortar with a [illegible] but upon standing for a few days the [illegible] separate from the petrolatum. By substituting for an equivalent amount of petrolatum half an ounce of castor oil and incorporating it with the balsam of Peru a permanent ointment can be produced.

Another ointment commonly prescribed is:

> Yellow oxide of mercury..... 2 grains.
> White petrolatum..... ½ ounce.

Attempting to compound this mixture using dried yellow oxide is likely to result in an ointment through which the oxide is imperfectly distributed. A quicker and more satisfactory way suggested by Mr. Wheeler is by the use of a 20-per-cent stock ointment of yellow oxide of mercury. He makes the stock ointment from freshly precipitated yellow oxide of mercury, and when a prescription like the foregoing is received it is the work of but a few minutes to incorporate 10 grains of this stock with the necessary amount of white petrolatum. The stock ointment made from the freshly precipitated mercury compound, if stored in amber jars and protected from the air, will keep without darkening for a couple of months, according to Mr. Wheeler.

In making ointment of aristol with vaselin, the same authority said that if the aristol be first rubbed up with a small quantity of castor oil the resultant preparation will be smoother and better than if made by mixing the aristol directly with the vaselin.

An effervescence that requires considerable time to dispel is produced when the following is filled as written:

> Ammonium carbonate..... 1 drachm.
> Syrup of ipecac..... 1 fluidrachm.
> Syrup of senega ..... 5 fluidounces.
> Syrup of licorice..... 2 fluidounces.

The effervescence is due to the action of the acetic acid in the syrup of ipecac upon the ammonium carbonate. If sufficient ammonia water (a few drops only) is added to the syrup the difficulty is obviated and the prescription may be filled without having to wait for an effervescence to cease. It was further suggested that the persistent froth, produced when this prescription is filled as written, could be [illegible] quickly done away with by the addition of a few drops of alcohol.

To make a presentable mixture from a prescription calling for one drachm of tincture of benzoin mixed with 2 fluidounces of water, Mr. Wheeler said that it was his practice to first mix a drachm of honey with the benzoin. When this is added gradually to the water, a satisfactory compound is produced.

The question of the proper diluent to use is the sticker in the following:

Boroglyceride (25 per cent). 4 fluidounces.

If water is used, it breaks upon the boroglyceride, liberating boric acid. Mr. Wheeler uses glycerin as the diluting agent.

PETROLATUM AS A BASE FOR OXIDE OF ZINC OINTMENT*

By E. R. JONES, Ph.G.

It is a well-known fact that oxide of zinc ointment, after standing for a little while, becomes very granular and is anything but a sample of pharmaceutical elegance.

Most of the previous papers on this subject have ascribed the cause as due to the zinc oxide or to faulty compounding of the formula, and have suggested changes in the manipulation of the present formula which were expected to produce a permanently smooth ointment.

Some have advocated rubbing the zinc oxide until thoroughly smooth with a small quantity of a fixed oil, such as castor, olive or cottonseed oil; then incorporating the lard. Others have tried the expedient of first bolting the zinc oxide very finely. Another endeavored to accomplish the same purpose by a process of elutriating the zinc oxide.

It is very doubtful if any of these persons have kept their product under observation during a sufficient length of time, say perhaps a year, in order that it could have encountered the different changes in temperature. I have tried all of the different suggestions, but have not as yet found any that solved the difficulties.

I recently had an opportunity to observe a one-pound sample of U. S. P. ointment which had been made according to one of these new schemes of manipulation and which, after setting undisturbed on the shelf for over a year, was apparently as good as when made. It seemed to have solved the difficulty, until upon digging down toward the bottom of it, we found that the lower portion was soft, granular, and almost semi-liquid, whereas the top portion was smooth and hard. This would indicate that a separation of the constituents of the lard had taken place.

*Read before the last meeting of the A. Ph. A.

REACTION DOES NOT TAKE PLACE.

The writer once had an idea that possibly enough saponification took place between the free acids of the lard and the zinc oxide to liberate enough water to cause the trouble. There is no doubt that some zinc compounds are formed with the acids, for they may be separated with ether.

Careful estimation of the amount of water present in the ingredients before making them into the ointment, and estimations of the amount present in the ointment after standing six months, showed that this reaction does not take place to a degree sufficient to cause the granulation.

With a view to determining whether the granulation was caused by the zinc oxide not being in a fine enough state of division, my coworker, Mr. French, made up a sample following the U. S. P. directions carefully, and then passed it through an ointment mill ten times. Surely the zinc oxide must have been fine enough after this treatment to eliminate any cause for trouble in this respect. However, after a short while it was just as granular as the others.

We are all familiar with the composition of lard and know that its constituents vary considerably in physical characteristics. The glyceride of oleic acid is a liquid, while those of palmitic and stearic are solids. If you will examine good lard under a low power microscope, you will observe that it has a very "seedy" appearance, indicating that it is not entirely a homogeneous mixture of the combined glycerides.

THE CAUSE OF GRANULATION.

As a warmer temperature is attained, my opinion is that the olein, on account of its

liquid nature, has a tendency to separate, and that upon cooling again without stirring the stearin and palmitin, being more solid, are partly separated in such a manner as to cause the granular appearance.

I have now on hand a sample of benzoinated lard which, four months ago, was as nice a product as one could desire. Granular lumps are now perceptible to the naked eye. This is strong proof that the cause of the trouble is not due to the zinc oxide, but rather to the lard.

My conclusion is, then, that just as long as we continue to use benzoinated lard for a base, we must continue to expect trouble from this ointment.

That the lard is the cause of the granulation can be proved by substituting petrolatum in its place. Such an ointment will remain smooth for an indefinite period. I have a sample that is nearly one year old, and is perfect in appearance.

It is not my purpose to suggest another method for manipulating the present formula so as to make a permanently smooth ointment, for because of the peculiar composition of the lard, which was previously explained, I do not believe it can be done.

I sincerely believe, however, that the next edition of the U. S. P. should replace the benzoinated lard with a petrolatum base. This idea is not original with the writer. The Swiss and French Pharmacopœias use a base of white petrolatum, thus proving that two countries are aware of its superiority. Several manufacturing houses have, during the past few years, made a special ointment with a petrolatum base, in addition to the regular U. S. P. product.

DIFFERENCE IN ABSORPTION IS OF LITTLE VALUE.

The point may be raised that lard is better absorbed by the skin than is petrolatum, and according to some recent research reports it is quite likely that it is. Cushny says that "oily or fatty preparations promote the absorption by the skin of drugs dissolved in them because the fat mixes readily with the thin layer of oily substances which covers the skin."

Inasmuch as the zinc oxide is not dissolved in the lard, the difference in absorption between lard and petrolatum is of little value in this case.

Just how zinc oxide ointment acts when applied to the skin is hard to determine. Some claim it to be merely soothing. If so, would not the result be just as satisfactory without the zinc oxide? Others claim it to be healing because of its astringency. This seems quite probable, and Cushny says the astringency of zinc compounds is due to their forming insoluble albuminates.

This is purely, then, a local action and in my opinion should take place from a petrolatum base as well as from lard.

If the choice of base has no advantage from a therapeutic standpoint, but has from the pharmaceutical, why should we not make a change in its formula?

The simplest formula would consist of 20 per cent of zinc oxide and 80 per cent white petrolatum. This makes a fine product, but is quite a bit softer than we are accustomed to see it and would therefore alter the consistency of every other established preparation which it enters into.

AN EXCELLENT FORMULA.

The following formula, which is hardened with white wax, gives a product resembling the consistency of the present ointment:

Zinc oxide	200 grammes.
White wax	150 grammes.
White petrolatum	650 grammes.

Rub the zinc oxide, which must be free from gritty particles, with an equal weight of melted white petrolatum until smooth, and add to this the remainder of the white petrolatum which has been previously melted with the white wax. Strain the ointment while warm, and stir thoroughly until it congeals.

One more point of interest is that the U. S. P. ointment is stronger than that of any other Pharmacopœia. Those of the Swiss, Spanish, Japanese, French, Netherlands, and German Pharmacopœia contain 10 per cent of zinc oxide; the Austrian and British, 15 per cent; and finally the U. S. P., which stands alone with 20 per cent.

I believe that 10 per cent of zinc oxide is quite sufficient, inasmuch as it is probably not absorbed by the skin, and the extra 10 per cent is wasted.

These suggestions are presented, not as representing any new discovery, but with an idea of trying to convince the Revision Committee that the time has arrived to change the base of this ointment and avoid inflicting another ten years of hardship on the pharmacist.

The white petrolatum base makes a smooth, white ointment which does not granulate or turn rancid. Why not adopt it in the next U. S. P.?

[Since the above was written and read the author has received a letter from Otto Raubenheimer, chairman of the Sub-committee on Ointments for the new U. S. P., in which he states that "leading dermatologists in the United States who have been consulted by my committee have decided that benzoinated lard should be used as the vehicle, and not petrolatum."

This seems to express the opinion of only a few physicians, whereas the discussion which followed the reading of this paper showed that some pharmacists had been using a petrolatum base for years. One said he had used it for 25 years. Another said he had been serving the leading physicians of Chicago in a hospital for years, and had used nothing but a vaselin base.

In spite of all argument for a change in this ointment, the pharmacist must bow to the decision of the Revision Committee. For ten years more at least he is due to have his troubles with this ointment. There is only one way in which he can lessen the difficulty, and that is to introduce the ointment made with a petrolatum base to the physicians, explain to them its advantages over the one with benzoinated lard, tell them that it is free from rancidity and is more stable, and get their permission to use it on their prescriptions. Discourage the use of the present formula and push the one with a petrolatum base. Then in another ten years, when the U. S. P. gets its next revision, the field may be ripe for including it in the U. S. P. Then the pharmacist can breathe easy when some one says "Zinc Oxide Ointment"—E. R. JONES.]

MY BEST PAYING SIDE-LINE—Vacuum Cleaners

9th Paper

By E. L. MAFFITT

Vacuum cleaners is the best side-line I handle, and the idea of stocking this line was first suggested by an advertisement in the BULLETIN OF PHARMACY.

Every woman who comes into my store is a prospective customer. And she's interested, too. Cleanliness may be next to godliness, or it may not; but at any rate every woman is deeply concerned about keeping her house clean. It isn't the fact that vacuum cleaners make housework easier that seems to appeal to them the most; it's the fact that vacuum cleaners keep the house cleaner.

And as a safeguard to health why are not these items legitimate drug-store stock? Why not? Just as much as a disinfectant, or a prophylactic vaccine—or tooth-brush.

Vacuum cleaners, by eating up the dust, swallowing it the same as the white corpuscles do microbes, serve to prevent disease. And the modern tendency is along the line of prevention.

As I say, we bring our cleaners to the attention of every woman who comes into the store. But we do not confine ourselves to that sales method only. We make frequent window displays. We make good use of all booklets and other printed matter sent us by the manufacturers. And we use space in our local paper.

Through the paper we have made a number of special offers. We offered to take in old carpet sweepers at a set price. We first made arrangements with a commission merchant, and then offered to take eggs and poultry. We offered a premium to those who sent us a vacuum customer.

We never cut price on the goods, though. Every sale represents a good, clean profit.

All told we have distributed more than two thousand circulars sent us by the factory. These are put in statements, sent out under one-cent postage, and distributed from house to house by boys.

We have a young fellow go out occasionally, call on a selected list of prospects, and demonstrate the cleaner in the home. If we hear of a woman who is going to move, if it looks as if there might be a possible sale in it, we send a machine to her home for her to clean her rugs with before she takes them up. We have volunteered the use of one to the women of the church a number of times, too. This is always appreciated.

Christmas is the best time to sell vacuum cleaners, of course. We did very well last Christmas. But they sell the year round. There is no day in the year on which it is not possible to sell one; sometimes more than one.

I now handle one machine only—the Sweeper-Vac. Since taking the agency for this particular kind I have sold 14.

AN ATTRACTIVE DISPLAY OF PACKAGE CANDY

By MICHAEL L. BUSH

This is another prize-winning window, and can be adapted to any brand of candy, or, for that matter, to a great many articles outside the candy line.

The bottom of the window is covered with green velvet, the bottom sloping gradually upward as it extends back, the sloping being brought about by placing rows of cigar boxes under the velvet.

Well to the back was shown the figure of an Indian in a birch-bark canoe. The canoe was about three feet long, and on its side was written "Summer, the Chief of Them All."

Still back of the canoe and the Indian was a sign, hinged in three parts and these parts set at right angles. This folding sign was about 2½ feet high by four feet long, and bore on it three brief legends extolling Summer Chocolate.

Above this was a framed picture supplied by the company. A young lady is shown to be very much pleased with a box of candy, and printed a little to one side of her are the words, "Just the kind she wanted!"

The background was of green velvet—the same kind that was used on the bottom. Attached to the walls by means of ordinary pins were a number of dummy packages. Green ribbon was used in places to drape up the curtains each side of the picture of the girl, and a rose was attached in each case.

Pink roses were employed quite generously, as shown in the illustration. Two cut-glass vases, filled with roses, added a great deal to the beauty of the display.

In shaping up this window about 15 yards of dark-green velvet were used, and fully five dozen roses.

THE SAUNTERER

In H. G. Wells' "Tono-Bungay," a delightful story depicting life in a country apothecary shop in England some years ago, the leading characters are two British druggists, Ponderevo and his nephew, George. Ponderevo, to stimulate summer trade, had displayed in his window, among countless other things, a card which read:

BUY PONDEREVO'S COUGH LINCTUS NOW
NOW!
WHY?
TWOPENCE CHEAPER THAN IN WINTER.
You Store Apples! Why not the Medicine You are Bound to Need?

But Ponderevo has nothing on a certain druggist in a Detroit suburb. Only last week—and on a day when my idea of real comfort was to sit in a refrigerating plant—he had in his window a display of felt insoles for keeping the feet warm. His sign said: "Protect your feet from the cold—a ten-cent pair of insoles will do it."

* * *

"Our Special Sundae. Don't Ask What It Is—Try It." That is the placard a druggist friend of mine placed on his soda-fountain mirror one day. And it didn't get the curious ones anything to ask what the sundae was, either—the only way they could find out was to plank down their ten-cent piece and order one. My friend said that, ordinarily, whenever he announced a new combination, many of his patrons would inquire what it was, but when their curiosity as to its composition was satisfied, instead of ordering one they would stick to a five-cent favorite. The new scheme, by its air of mystery, causes the curious to try the sundae, and, as it is a mighty good combination, they usually repeat, incidentally making for the druggist ten-cent instead of five-cent customers.

* * *

F. Hibbard, of Rockland, Mich., writes me that the following, when printed neatly on a suitable-sized card and placed above the cigar case, is a winner:

TRY OUR GENUINE KEY WEST CIGARS.

The tobacco in them is raised in Ohio, made up in Detroit, and then shipped to Key West and back again. The delicate flavor and aroma is imparted by the bilge-water in the boat. If you are any judge of a genuine Key West,

TRY ONE.

Mr. Hibbard further states that the card attracts much attention and comment and hits any cigar in the case.

* * *

One of the most frequent calls heard at the soda fountain, when the thermometer is snuggling up around the hundred mark, and every one is ordering "a long, cool drink," is "a little ice in it, please." Instead of putting into the glass an irregularly shaped piece of ice, a down-town druggist is supplying inch-square cubes that add much to the attractiveness of the drink. He buys the cubes by weight, ready-cut, and they cost but a trifle more than does ice in larger cakes.

* * *

A druggist who recently spent his annual vacation in visiting several neighboring cities showed me a collection of over thirty snapshots taken during the trip. The views included photographs of drug-store window displays that possessed unusual or novel features. The druggist plans to make use of the photographs as a source of information to aid him in arranging "pulling" windows throughout the coming year.

* * *

While in a New England city a short time ago I had occasion to make a small purchase at a drug store. The article was handed to me in a coin envelope on which was printed, in addition to the store name and address, this slogan:

WE MAY NOT BE THE DRUG STORE NEAREST TO YOU, BUT WE TRY TO COME THE NEAREST TO PLEASING YOU.

* * *

"Cartridges of Peace" was the caption over an immense pile of camera films displayed in the window of a Detroit drug store last week. Another sign in the same window read: "Our Photo Clerk Is An Expert. Let Him Help You With Your Camera Difficulties."

* * *

"Your face may be good, but it won't fit in the cash register," is the rather flippant wording on a sign suspended over the counter of a factory-district drug store that has adopted the money-on-the-spot system of doing business.

BOARD QUESTIONS ANSWERED

A PENNSYLVANIA EXAMINATION.

(Concluded from the July Bulletin.)

117. State why excipients containing organic matter should not be used in making pills of potassium permanganate.

Because potassium permanganate is easily reduced by organic matter, which it in turn oxidizes.

118. Name two excipients containing organic matter.

(1) Mucilage of acacia. (2) Powdered extract of licorice with glucose.

119. Name an excipient which you would use in making potassium permanganate pills.

A mixture of equal parts of petrolatum and paraffin with a little kaolin added to give a desired consistency.

120. What excipient has become popular recently for pills containing oils?

A plastic dough made from either wheat or rye flour is much used as an excipient for pills containing oils.

121. Why is *mica panis* not a good excipient for silver nitrate pills?

Because *mica panis* (bread crumbs) reduces the silver salt.

122. What is a proper excipient for making pills of silver nitrate?

A mixture of petrolatum and paraffin in about the consistence of ointment.

123. What is a good excipient for making potassium iodide pills?

Lanolin.

A NEW YORK EXAMINATION (FOR DRUGGIST'S LICENSE).

CHLORETIC M. PHARMACY.

1. Give the meaning of each of the following abbreviations: (*a*) mg., (*b*) inf., (*c*) ft., (*d*) Cc., (*e*) oz.

(*a*) Milligramme. (*b*) Infuse or infusion. (*c*) Let there be made. (*d*) Centigramme. (*e*) Ounce (from ordinary rule, "oz" is understood to be an abbreviation for the avoirdupois ounce and quantities for the fluidounce. It is rarely used with reference to the apothecaries' ounce).

2. Convert the following into metric equivalents: (*a*) ℈iss, (*b*) fl. ℥ii, (*c*) ℥iv.

(*a*) ℈iss is 1½ scruples or 30 grains. One grain is equivalent to 0.0648 gramme. Therefore 1½ scruples is equivalent to 30 times 0.0648 or 1.944 grammes.

(*b*) Fl. ℥ii is two fluidounces or 960 minims. One minim is equivalent to .06161 Cc. Therefore 960 minims (two fluidounces) is equivalent to 960 times .06161 or 59.1456 Cc.

(*c*) ℥iv is four drachms or 240 grains. One grain is equivalent to .0648 gramme. Therefore four drachms is equivalent to 240 times .0648 or 15.552 grammes.

3. Criticize the following prescription:

Syrup of hydriodic acid.... 4 fluidrachms.
Tincture of ferric chloride. 2 fluidrachms.
Glycerin ..... 3 fluidrachms.
Water, enough to make.... 2 fluidounces.

Mix.

Sig.: Teaspoonful three times a day.

In this prescription the tincture of ferric chloride interacts with the syrup of hydriodic acid to liberate free iodine. The prescription should not be dispensed.

4. Criticize the following prescription:

Menthol .....½ drachm.
Thymol .....1 scruple.
Camphor water, enough to
make .....2 fluidounces.

Mix.

Sig.: Apply externally as needed.

Neither the menthol nor the thymol are soluble in the amount of camphor water present. If the menthol and thymol are rubbed together a liquid solution is formed, but this solution is not miscible with the camphor water.

5. How many grains of cocaine alkaloid will be required to make 1 avoirdupois ounce of a 2-per-cent ointment?

One avoirdupois ounce weighs 437½ grains. Two per cent of 437½ is 8.75 grains, the amount of cocaine alkaloid required.

6. Name a solvent for each of the following: (*a*) zinc sulphate, (*b*) camphor, (*c*) benzoin, (*d*) pyrogallol, (*e*) ammonium phosphate.

(*a*) Water, (*b*) alcohol, (*c*) alcohol, (*d*) alcohol, (*e*) water.

7. Define the term carbonization.

Carbonization is the process of heating organic substances without exposure to air until the volatile products are driven off, and the

residue assumes the black color characteristic of free carbon or charcoal.

8. Name two official products that are obtained by carbonization.

(*a*) Carbo animalis, (*b*) carbo ligni.

9. Name five official ointments in the preparation of which hydrous wool-fat is employed as a vehicle.

(*a*) Belladonna ointment, (*b*) ointment of red mercuric oxide, (*c*) stramonium ointment, (*d*) ointment of ammoniated mercury, (*e*) ointment of yellow mercuric oxide.

10. How is official tincture of nux vomica prepared?

By dissolving 20 grammes of extract of nux vomica (containing 5 per cent of strychnine) in a sufficient quantity of a mixture of alcohol and water, made in the proportion of 750 Cc. of alcohol and 250 Cc. of water, to make the solution measure 1000 Cc., and filtering through a well-covered filter.

11. What is the difference between a tincture and a fluidextract?

The term fluidextract, in its ordinary acceptation, is applied to concentrated alcoholic or hydroalcoholic solutions of vegetable principles which are permanent and represent all the active virtues of the drugs from which they are made. The strength of fluidextracts, as prescribed by the Pharmacopœia, is such that 1 gramme of the drug is represented by 1 Cc. of fluidextract. The exceptions to this rule are the fluidextracts of aconite, belladonna root, cinchona, coca, colchicum seed, conium, hydrastis, hyoscyamus, guarana, ipecac, nux vomica, pilocarpus, scopola, and stramonium, all of which are directed to be standardized to definite alkaloidal strength. All the official fluidextracts are directed to be prepared by percolation.

Tincture is the name applied to solutions of non-volatile or only partially volatile substances in liquids other than simple water or glycerin and which invariably contain alcohol. While tinctures are usually assumed to be solutions of vegetable principles, this is not the case in all official tinctures, as the tinctures of iodine and ferric chloride are solutions of inorganic substances, and the former must also be classed as an exception to the rule that tinctures are solutions of non-volatile substances. Tinctures may contain more than one ingredient, not including the ingredients used in effecting solutions. The strength of the tinctures of the U. S. P. varies from 1.6 to 50 grammes of the drug, being in the majority of cases 10 or 20 grammes for every 100 Cc. of finished product. Tinctures are made by various processes, the processes directed in the U. S. P. being: percolation, solution, maceration, and decoction.

12. Why does lead-water become turbid upon exposure to air?

Solution of lead-water (liquor plumbi subacetatis dilutus) is very sensitive to carbon dioxide, exposure to air causing a film of basic lead carbonate to form.

13. Name all the constituents of Dover's powder and give the per cent of each of the active constituents.

Ipecac, 10 per cent; powdered opium, 10 per cent; sugar of milk.

14. What is meant by the term "seed emulsion"?

A seed emulsion is one in which fleshy seeds containing a fixed oil associated with gummy and albuminous matter are beaten up with water to form the emulsion.

15. Give an official example of a seed emulsion.

Emulsum amygdalæ.

16. Define the term menstruum.

Strictly speaking the term menstruum is applied to a fluid used to produce solution of various drugs. In common usage, however, the term is applied to alcoholic, hydroalcoholic, or aqueous solutions (sometimes containing glycerin or acetic acid) used to extract the desired principles from vegetable drugs.

17. Mention the properties that a good menstruum should possess.

A good menstruum should be the cheapest one possible to use and still produce the desired results. It should extract the desired principles in the most thorough manner, using the least amount of menstruum possible. It should leave behind inert or undesirable extractives. It is desirable to employ a menstruum that allows the finished product to be miscible with other liquids without precipitation or unsightliness (that is, provided the menstruum will at the same time answer the foregoing requirements). The menstruum used should also act as a preservative for the finished preparation. In so far as possible, the menstruum should not impart an unpleasant or objectionable flavor to the product.

(To be continued.)

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

AN ADVERTISING MANAGER DEFENDS THE TRADING STAMP.

To the Editors:

There is hardly a business of any sort to-day which does not use the premium plan in some form or other. Commercialism cannot get away from it. Every little extra inducement for the securing or the retention of customers which goes beyond the mere transaction of selling the goods or performing the service is, in effect, a premium. The trading stamp and the coupon system is simply the capitalization of custom and continuous patronage.

It is worth something to secure the regular trade of a man or woman, and it is worth even more to hold it. Merit alone, in the goods sold, will not accomplish these two things. This is obvious, since there are many stores which sell exactly the same goods, having exactly the same quality. Merit in the goods does not and never will bring *all* the patrons to one store.

What mere drivel, then, it is for some one to argue that merit is all that is required! If this were the case there would be no need of advertising at all.

Another stock argument of the trading-stamp opponent is that the cost of the stamp must come out of the value of the goods, and that therefore the man who uses the trading stamp in his store must necessarily sell an article which is inferior to that sold by the merchant who does not use the stamp.

The refutation of this argument has been made so many times that it seems a waste of energy to dwell on it any more. And yet every day or two some freight editor, who thinks he has a new idea, proclaims this thought to a suffering world.

Time after time profits, floor and sign, prices of goods, advertisements have been compared, and in every case it has been found to be true that the trading stamp does not increase the charges more than the very best [illegible] not use the stamps. On the contrary, there are many of the so-called stores of "class" which claim to scorn the use of trading stamps whose prices are notoriously high.

This can be verified by any one who will take the trouble to go into the big city department stores and compare the prices of the alleged "high-class" store which prides itself on its service and quality, with those of the store which does not boast of its superiority.

Who pays for the trading stamp and the coupon?

In the first instance, of course, the merchant or the manufacturer who uses them pays the cost—the initial outlay. But in the long run this cost is borne by the merchant or manufacturer who, lacking in generosity and failing to catch the human note in business, refuses to use the trading stamp or coupon, and sees his business taken from him by the man who does use these tokens.

Business institutions, from the banks down, are giving away, all the time, some extra inducement to secure business. The whole commercial world is permeated with the idea of inducing custom through the giving of some extra value. The coupon and the trading stamp plan is simply a crystallization of this idea into a concrete form.

Has it succeeded? Ask the hundreds of successful merchants who are daily employing the trading stamp, and the many manufacturers who are using the coupon. When concerns like Rothschild & Co., of Chicago; Elliott-Taylor-Woolfenden Co., of Detroit; Olds, Wortman & King, of Portland, Oregon; The Rosenbaum Co., of Pittsburgh; and the Duffy-Powers Co., of Rochester, New York, employ the trading stamp, and institutions like Swift & Co. will use the coupon, it is surprising that supposedly intelligent persons will declare that the whole scheme is one of futile childishness.

The premium plan is too firmly entrenched, not only in this country but throughout the civilized world, to be affected by the criticism of the few who attack it, and who generally show by the very arguments they use that they have, at best, merely a very superficial knowledge of the coupon system.

J. M. Head,
Publicity Director,
The Sperry & Hutchinson Company,
The Hamilton Corporation.

New York

A FEW UNUSUAL ORDERS.

To the Editors:

I notice that you run freak orders occasionally in the BULLETIN, and I am going to give you quite the reverse of a homeopathic dose of them, all at once. It is hard to reproduce them in cold type, though, and have them appear as striking as they do at the time, for very often the customer is as funny as the order.

But here are a very few; merely what can be recalled off-hand out of the almost innumerable number received during fifty years behind the counter:

Jayne's Experience; Sanford's Liver Grater; Seller's Painful Compound; Mrs. Soothlow's Winzeling Syrup; Morrissey's Rutabaga Pills; Ayer's Cherry Pictorial; Pinkiler for sore belly; Dimon Dye to color red mittens white; a titty bottle; Shank's Pills; Singe-a-cob Oil; Squashia Chips; Cheese Buttons; Bronchical Brown Chokers; Tarpacker's Soap; Piso's Conception Cure.

To this might be added the following more lengthy ones:

"A rubber suck, a big one to suck a lamb that's lost its mudder."

"A nipple for a baby with a long tube." "Enough Ipakac to throw up a five-year-old girl." "Please give me something for to go to kloset." "Put me in a jug for von doler Viskey."

And lastly this, an old farmer's receipt for a bad cold:

"Take a pint of whisky and a quart of whisky. Mix. Dam good!"

Rockland, Mich. F. HIBBARD.

GIVE A NURSE A DISCOUNT.

To the Editors:

I was much interested in the articles which appeared in the June BULLETIN in answer to the question, "Shall We Give a Discount to Nurses?"

By all means give the nurse a discount, not only on hospital and sick-room supplies, but also on articles for her personal use.

Druggists do not hesitate to do all in their power to secure the doctors' influence for their stores. Prescription blanks are furnished gratuitously and the physicians are given liberal discounts on all purchases.

The nurse is entitled to the same consideration. She acts as a valuable assistant to the doctor. She is in constant attendance at the bedside of the patient and has the confidence of both the patient and family. Her value to the druggist is unquestionable.

Many and many an article has been purchased at a drug store at the instance of an appreciative nurse, one to whom the druggist has extended courtesies in the past. She acts as a strong advertising medium for the druggist who is liberal enough to meet her halfway.

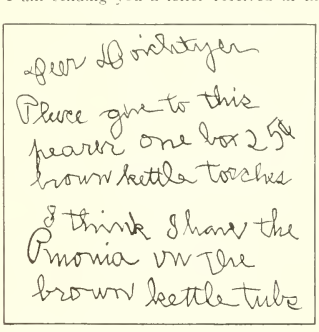
It pays to play to the nurse with every means at our command, for her word in the home carries with it a weight that cannot be underestimated. J. EARL TAYLOR.

Gridley, Ill.

WHAT DO YOU THINK OF THIS ONE?

To the Editors:

I am sending you a letter received in this



store not long since that deserves the palm. Can anybody else beat it? G. BASTIAN.

Union City, N. J.

A FAKE NARCOTIC PRESCRIPTION.

To the Editors:

A few days ago a man came in and handed me a prescription calling for 15 grains of morphine sulphate. The prescription appeared to be all right. There was a physician's name and office address printed on the top. The patient's name was given, and his age stated—51 years. The directions read, "Use as di-

rected," a registry number was given, and the doctor's full name signed.

Something in the man's behavior made me doubtful, however. I tried to get the physician by phone, but was told that there was no such doctor at the address given. I then called up the College of Pharmacy and spoke to Dr. Roan, who advised me to have the man arrested. These phone calls aroused the man's suspicions, and when a policeman was summoned he had disappeared.

I offer this experience as a warning to my brother pharmacists. Even though the name and address (and the age, in New York) of the patient, together with the Federal registry number and the physician's full name—even though all this be given, still the prescription may be a fake. DAVID K. GRITZ, PH.G.

New York City.

IS SIXTY CENTS ENOUGH?

To the Editors:

Here is a copy of a prescription which was presented to us recently:

Tablets Bacillus Bulgaricus	No. 10.
Bismuth subnitrate	2½ drachms.
Specific hamamelis (Lloyd's)	2 fluidrachms.
Specific Echinacea (Lloyd's)	75 minims.
Glycerin	3 fluidrachms.
Pepticine q. s. ad	2 fluidounces.

M. et sig.: Teaspoonful every 2, 3 or 4 hours.

Our charge for compounding this mixture was 60 cents. In the opinion of BULLETIN readers, was that price too high or too low?

STRIPLING, HASELWOOD & COMPANY.

Necogdoches, Texas.

WHAT WOULD YOU CHARGE?

To the Editors:

Here is a prescription that we frequently [illegible]:

[illegible] bromide	12 grammes
[illegible]	6 grammes.
[illegible]	3 grammes
[illegible] valerian	10 grammes.
[illegible]	200 grammes.
[illegible] syrup	30 grammes

I would like to know what BULLETIN readers consider to be a fair price to charge for the foregoing. RALPH L. LOCK.

[illegible]

FLORAL DEPARTMENT.

I enjoy the BULLETIN very much, and my wife made good use of a few numbers recently that contained the letters of druggists' wives telling why they would or would not marry a druggist again. She used them as a paper for part of an afternoon's entertainment for her club. DAUGHERTY'S DRUG STORE.

Syracuse, Kansas.

I have enjoyed it more than any other pharmacy journal. It certainly is all you claim for it—"a live magazine."

FRANK S. DEYOE, PH.G.

Kinderhook, N. Y.

I do not want to miss *one* copy. I take three pharmacy journals and I think the BULLETIN has them all bested.

ROY B. MOYER.

Haskell, Okla.

It does me proud to receive your bureau of information!

A. G. BROWN, "The Druggist."

Luxora, Ark.

It is chuck-full of just what the druggist needs. G. W. STAFFORD.

Laverne, Okla.

A magazine that *incites* reading—THE BULLETIN! H. E. HILLEBRECHT, PH.G.

Chicago, Ill.

Should be very sorry to miss a single copy.

H. W. BUTLER.

St. Louis, Mo.

We like the BULLETIN better all the time.

R. L. COLEY.

Milan, Tenn.

The best published of its kind!

WM. MANK.

Columbus, Ohio.

I can't get along without it.

A. J. BORDERS.

Monticello, Ky.

Too good to miss. KUPFER DRUG CO.

Dillon, Mont.

A dollar well spent!

J. R. CAJACOB.

Colusa, Cal.

It's too good to miss.

HUGH F. KASEY.

McPherson, Kansas.

THE SODA FOUNTAIN.

THIRST QUENCHERS FOR HOT DAYS.

PLAIN LEMONADE.

Juice of lemon.....one
Pulverized sugar.....two teaspoonfuls
Shaved ice.....almost enough to fill
Filtered water.....enough to fill

Mix and shake well. Decorate with fruit and serve with spoon and straws.

SELTZER AND LEMON

Juice of lemon.....one
Seltzer.....enough to fill.

Serve in small glass. If some sweetening is desired add a teaspoonful of pulverized sugar and stir it.

CHERRY COOLER.

Cherry syrup, 1½ ounces; juice of half a lemon; grape juice, ½ ounce. Add shaved ice and fill glass with plain soda. Serve solid. Garnish with whole cherries on toothpicks, two cherries to each drink. A drink popular with men.

ZENAP.

Draw into a straight mineral-water glass one ounce of orange syrup; add half a fresh lime with peel; shave ice in the glass and fill with ginger ale. Top with sliced orange and a cherry, and serve with straws.

VIRGINIA MINT.

Sweet apple cider, ½ ounce; mint syrup, ½ ounce; orange syrup, 1 ounce; cracked ice, a plenty. Fill the glass with carbonated water and garnish with a bit of orange and a sprig of mint.

ANTI-THIRST.

Red currant juice, 1 ounce; red raspberry juice, ½ ounce; sugar, 1 ounce; carbonated water, enough to make 6 ounces.

PINEAPPLE COCKTAIL.

Draw one ounce of pineapple syrup, one-half ounce of raspberry syrup, and one ounce of grape juice in a large-sized glass. Add three dashes of lime juice and the freshly expressed juice of one lemon, fill the glass one-third full of shaved ice, shake and then fill up with plain soda. Strain and serve decorated with a slice of orange.

CLARET FLIP.

Claret syrup, 2 fluidounces; shaved ice, ¼ glassful. Draw into a 12-ounce glass, add slice of lemon, fill with coarse stream of carbonated water, and serve with spoon.

ORANGE AND GRAPE.

Draw one ounce of orange syrup, add one ounce of grape juice, some shaved ice, and fill glass with plain soda. This makes a long, cold drink. If not sweet enough, add a little more orange syrup.

SAN DIEGO EXPOSITH.

Mix one-half ounce each of orange, lemon and cherry syrup in a lemonade glass; cool with orange ice, fill with carbonated water, and decorate with a bit of orange.

RASPBERRY RICKEY.

Into a 12-ounce glass draw an ounce and a half of raspberry syrup; into this squeeze the juice of a fresh lime (an equivalent quantity of lime juice may be used), and add two dashes of raspberry vinegar and a little fine ice; fill with carbonated water, mix, and decorate.

LEMON SQUASH.

Lemon juice, ½ ounce; lime juice, 2 drachms; powdered sugar, 1 ounce. Mix all in a large glass, add some ice, shake in a mixer, fill up with carbonated water and strain into a lemonade glass; squeeze a piece of lemon peel over the glass.

ICED COCOA.

Chocolate syrup, 1½ ounces; cream, ½ ounce; tincture of cinnamon, a dash. Serve solid in a 10-ounce glass half filled with cracked ice; top with cherries.

CHERRY LIME.

Mix one ounce each of almond and raspberry syrup, the juice of one lime, and a plenty of cracked ice in a lemonade glass. Fill with carbonated water and garnish with a cherry.

PINEAPPLE-ADE.

Draw into a 12-ounce glass one and one-half ounces of pineapple syrup, add the juice of a fresh lime, a little shaved ice; fill glass with carbonated water, top off with a slice of pineapple and serve.

LONDON HIGHBALL.

Grape juice.....fl. ozs. 4.
Ginger ale.....fl. ozs. 4.
Piece of ice.....one.

Serve in a tall, narrow glass with just one square or block of ice.

CLARET GLACIER.

Lemon syrup, 1 ounce; orange syrup, ½ ounce; a large scoop of shaved ice; fill glass to within a short distance of the top with plain soda, and float one ounce of claret syrup on top. Decorate with slice of pineapple or orange. This drink calls for plenty of shaved ice.

SOME FORMULAS.

CONEY ISLAND PUNCH.

Into a 12-ounce glass draw one ounce of cherry syrup. Break one egg into the glass, add a little crushed ice and shake well. When thoroughly mixed add a small quantity of ice cream and fill the glass with milk.

GINGER SUNDAE.

Get a crock of preserved Canton ginger, remove from the syrup, and cut the ginger into small pieces about the size of a small marble. Place in fruit bowl with sufficient of the syrup that also comes in the crock to cover it. Pour a ladleful of the ginger over a No. 8 cone of ice cream. Cover with whipped cream and top with a piece of the ginger. This makes a very delicious dainty. If preserved ginger cannot be obtained use the candied ginger and ginger syrup from the fountain. Some dispensers like to add a few ground nuts, but the ginger and cream without mixtures is preferable.

MAY BIRD.

Blood orange syrup, ½ ounce; catawba syrup, ½ ounce; pineapple syrup, ½ ounce; one dash lemon juice. Place in 10-ounce glass, fill with carbonated water, and serve.

FLOWING STREAM.

Into a mixing glass one-third full of shaved ice pour one ounce of catawba syrup, one-half ounce of orgeat syrup, and fill up with milk. Shake well and strain into a tall, thin glass. Top with nutmeg and serve.

STRAWBERRY SHERBET.

Crush one quart of fresh strawberries to a smooth paste, then add three pints of filtered water, the juice of one lemon, and one and one-half drachms of orange flower water, and let stand for three hours. Strain through a cloth over three-quarters of a pound of sugar, squeezing the cloth quite hard. Stir until the sugar is dissolved, then strain again, and keep the sherbet on ice two or three hours before using.

FENCE RAIL SUNDAE.

In the center of an oval dish place a No. 8 cone of vanilla and chocolate ice cream. At one side of the cream put a ladle of crushed strawberries or other fruit. At the other side pile chocolate-covered crackers or sweet chocolate sticks, so as to represent rails.

YANKEE SUNDAE.

Fill a No. 8 gem spoon rounded full of vanilla ice cream and place it in a champagne glass. Cut a hole in center with a spoon and fill with crushed strawberries. Dress with whole cherries and pineapple cubes. Serve a lady-finger or two nabisco wafers with the sundae.

ORANGE GLACE LYDIE.

Fill up orange cases with chocolate ice cream in which chopped walnuts have been mixed; cover with a rosace of Swiss meringue, with orange flavor, glazed in a very hot oven. Serve in nest of spun sugar.

WHITE PLUSH.

Into a mixing glass place the white of one egg, one-half ounce of catawba syrup. Put into a tumbler half full of shaved ice and fill with milk. Shake thoroughly. Now place a spoonful of whipped cream in a tall mineral glass and strain the egg mixture into it, holding the glass high and pouring in a long stream from one glass to the other. Serve with a spoon.

DOROTHY VERNON.

Into a champagne glass put a No. 8 cone of mixed ice creams and water ice. Over this pour either pure maple syrup or maple marshmallow dressing. Sprinkle with chopped nut meats and top with whipped cream and a cherry. Sell for 15 cents.

CHERRY CHUMP.

One ounce of cherry syrup, one-half ounce orange syrup, 2 dashes of acid phosphate, a dash of bitters in a mixing glass, fill with solid soda, stir with a spoon, add a little shaved ice and serve with a straw.

GINGER ALE JULIUS.

Serve in a mineral tumbler or tall, narrow glass. Fill glass nearly to the top with shaved ice and then pour in a pretty ginger ale as the glass will hold. A delightful soda to serve ginger ale.

CHERRY CHOP SUEY.

Put a ladleful of candied cherries, chopped candied nuts, in a large sundae dish, pour over this a small ladleful of crushed pineapple, spread a No. 8 cone of pistachio ice cream over the top and spread out with a spoon, then pour over the whole maraschino-flavored or plain whipped cream and top off with a sprinkling of chopped nuts.

BLACKBERRY SHRUB.

Put two ounces of blackberry syrup in a tall glass, add shaved ice and fill up solid with soda, topping off with a thin slice of lemon or orange with the peel on. This may be varied by topping with a slice of pineapple or with berries or cherries. Serve with straws.

TO BE SHAKEN BEFORE TAKING.

FRUIT JUICE SHAKES.

These may be prepared like lemonade or orangeade by putting about two ounces of juice into a 12-ounce glass, adding about four ounces of shaved ice and about three teaspoonfuls of sugar, agitating thoroughly in a shaker, straining, and filling the glass with water, or serving in the glass with straws, without straining.

FROSTED SOUTHERN CROSS COFFEE.

Into a shaker put two ounces of chopped ice and two ounces each of coffee syrup and sweet cream; shake thoroughly, add a little ice-cold plain water and a teaspoonful of whipped cream, shake and pour into a clean glass through a strainer to remove the ice. Fill the glass with carbonated water, and top off with a little whipped cream, sprinkling powdered nutmeg over the cream.

SUPERLATIVE MILK SHAKE.

In a shaker put three ounces of shaved ice, one tablespoonful of ice cream, one ounce of milk, one dash of extract of vanilla, three teaspoonfuls of crushed fruits, and one and one-half ounces of catawba syrup. Shake well, transfer to a clean glass, and add enough carbonated water, fine stream, to fill the glass. Serve with a spoon.

BUTTERMILK EGG SHAKE.

Into a mixing glass draw one and one-half ounces of ginger syrup. Into this break an egg, add a little ice and fill with buttermilk. Shake and strain into a 12-ounce glass.

ARCTIC FLUFF.

Into a shaker put one ounce vanilla syrup, the white of an egg, some cracked ice, a dipperful of vanilla ice cream, and four ounces of milk. Shake and strain into a 12-ounce glass, fill with carbonated water, and top off with whipped cream and powdered nutmeg.

MAPLE SHAKE.

Plain cream, 3 ounces; maple syrup, 2 ounces; large teaspoonful of ice cream and a sufficient quantity of cracked ice. Mix well together in a shaker; strain into a 12-ounce glass; fill with carbonated water, fine stream, and serve. Decorate with slices of fresh lemon.

ROSE OF THE RIVER.

Rose syrup, ¾ ounce; pineapple syrup, ½ ounce; orange syrup, ½ ounce; sweet cream, 4 ounces; shaved ice, ¾ glassful. Shake, strain, toss, and serve. Dress with whipped cream.

COFFEE SHAKE.

Finely shaved ice, ½ glassful; sweet cream, ½ ounce; coffee syrup, 1 ounce; vanilla syrup, ½ ounce. Put all in a glass and add enough milk to make the glass two-thirds full, then shake and strain. Serve in a 12-ounce glass.

PINEAPPLE FRAPPE.

Pineapple syrup, 1½ ounces; ice cream, 2 ounces; sweet cream, 3 ounces; cracked ice, ¼ glass. Place in a suitable glass, shake, strain, toss, and serve.

STIMULATING FOUNTAIN PATRONAGE.

To further acquaint the buying public with its soda-fountain service the Independent Drug Company, of Chicago, Illinois, distributed, some time ago, a number

YOU ARE CORDIALLY INVITED TO ACCEPT
COMPLIMENTARY SERVICE
AT CHICAGO'S LARGEST SODA FOUNTAIN
NOW IN OPERATION AT THE
INDEPENDENT DRUG COMPANY
137 South State Street
"AMERICA'S LARGEST CUT PRICE DRUG STORE"
PRESENT THIS CARD AT FOUNTAIN

of cards, a reproduction of one of which is shown herewith.

The card measured 5¼ by 3¼ inches and was printed in black ink on white cardboard.

DRINKING GLASSES OF ICE.

A drinking-glass made of ice is the latest French novelty, according to the *Drug Review*. It not only serves for cooling the liquids which are placed in it, but is also excellent in the way of hygiene, for in this way every one has a fresh glass. The glasses are frozen from sterilized water. They are made in a mold which consists of an inner porcelain core and an outer metallic vessel, leaving a small space between the two for a thin layer of water. Putting the mold in a suitable freezer, the water soon becomes frozen; the mold is then removed and dipped in hot water, which loosens up the outer vessel so that it can be taken off.

It only remains to withdraw the porcelain core, and this leaves a perfect drinking-glass shaped like the usual tumbler. Such glasses can be kept in an ice-box for any length of time until they are needed. When used for drinking a paper mold or holder is fitted on at the lower part so that the glass can be held in the hand. By the new process the ice can be frozen very thin, and is, in fact, not much thicker than the glass of an ordinary tumbler. But the new glass is much lighter than the usual ones.

SODA WATER OUR NATIONAL BEVERAGE.

The time was—it is not so very distant—when the chief, almost the only, possible recreation during the heated spells in town was drinking soda water. And this is still, perhaps, the king of city summer sports. There are, of course, adepts of the fountain who keep up their favorite recreation all winter.

Who of us has not seen, on some bleak January day, half-frozen district messenger-boys take refuge in a drug store and there fortify themselves against the bitter cold by huge mugs of ice-cream soda? But the taste, though preserved in winter, is formed in summer. It is then that doors are flung wide open to the street, while glittering fountains, towering like fairy castles, cast their magic spell upon those who pass along the burning pavements.

In certain fortunate regions, where the tide of national civilization must be admitted to be rising very high, the drug store serves its soda to the music of a string quartet, and, in one happy Southern city, to the accompaniment of a "cabaret show." Let those who are approaching middle age remember the corner drug store of their childhood, with its modest white-marble fountain dispensing six simple syrups.

Nothing better marks the triumphant progress of the country, the enriching and deepening of its life, than these gorgeous modern sources of a thousand strange concoctions of exotic names and irresistible allure.—*Harper's Magazine*.

PINK PUNCH.

The following may be sold under this name:

Yolks of eggs	three.
Milk	16 fluidounces.
Sugar	16 avoirdupois ounces.
New England rum	1 fluidounce.
Tincture of cudbear or black raspberry juice	sufficient.

Beat the egg yolks thoroughly with the milk, dissolve the sugar in this mixture by stirring, then add the rum slowly with constant stirring; strain through cheese-cloth and color pink with the cudbear tincture or black raspberry juice; 2 fluidrachms of vanilla extract may be added.

This syrup does not keep well and should be frequently renewed.

This may be served like ordinary "soda" in a 12-ounce glass by drawing 2 fluidounces of the syrup in the latter, turning on the fine stream of charged water for a moment, then filling the glass three-fourths with the coarse stream, and finally topping off with the fine stream.—*Western Druggist*.

IN LINE WITH THE TIMES.

Wide-awake druggists in Kansas City, says the *C. R. D. A. News*, recently attracted attention and trade to their soda fountains by the use of a little originality which served to link their stores with a current topic of thought and conversation.

Show-cards were displayed in the windows bearing a portrait of President Wilson on one side and of Ex-Secretary of State Bryan on the other. Underneath in prominent letters was the inscription:

WILSON AND BRYAN SPLIT.
5 CENTS.

The new drink is said to consist mostly of grape juice with a dash of lime juice thrown in to form the disturbing element.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

Co-operative Bargain Days.—

At the suggestion of the Englewood Commercial Association a number of dealers in Englewood, a suburb of Chicago, recently co-operated by running at the same time "bargain sales" of three days' duration.

For several days prior to those of the sales the different stores ran newspaper ads. announcing the event and the reduced prices at which the goods were to be offered. The publicity gained from a number of dealers advertising in unison created a decided interest in

WAIT AND WATCH

FOR THE

Grand Bargain Sale

AT

COOBAN'S DRUG STORE

63d STREET and NORMAL BOULEVARD

This will be a bargain sale of far more than passing interest. Preparations are under way to make this affair an assured success. We want everybody in Englewood to appreciate the

New Ideas, New Methods, and New Atmosphere

that make this a first-class, progressive Drug Store in every sense of the word. Your money will do its utmost here—always with goods that are standard and reliable. On the Bargain Days there will be

FREE FLOWERS
FREE CANDY
FREE CIGARS
FREE SURPRISE BAGS

and the dates of the Big Bargain Sale are Monday, Tuesday, and Wednesday, June 21st, 22d and 23d.

B. S. COOBAN & COMPANY

63d STREET AND NORMAL BOULEVARD

the sales and did much to increase the volume of business for the three days.

In addition to the newspaper advertising each merchant displayed on his windows green-lettered signs announcing the sale, and several of them also used circulars and booster slips to impress more forcibly the dates of the sale on the minds of the residents of Englewood.

Among the printed copy using the special announcement mentioned was B. S. Cooban & Company, a specimen of which "reminder ads." advertising we are reproducing herewith.

A Capsule Window.—

We are showing in the accompanying illustration a reproduction of a prescription window that elicited much favorable comment during the time it was displayed in the store of O. J. Turner, Belzoni, Miss.

Spread over the bottom of the window were three sheets of white paper on which were arranged a number of filled gelatin capsules of various kinds. The capsules consisted of both the soluble elastic variety for holding liquids and the hard capsules for dispensing powders. In size, the capsules ranged from the tiny

number 5, capable of holding only about ¾ of a grain of powdered quinine, to the large veterinary capsule with a capacity of an ounce and a half of powder. At either end of the window were piles of the powders suitable to be administered in capsule form.

The display was arranged by W. B. Thompson, Jr., Ph.G., the pharmacist at the Turner store.

A Trade-promoting Letter.—

Whenever John P. Frawley, of Bangor, Maine, sends an order to a mail-order customer he encloses with it a letter similar to the following:

DEAR FRIEND:

We beg the privilege herewith of thanking you most sincerely for orders for drug-store goods which you have entrusted to us. It will be to us a great pleasure to receive your future valued commands, and we earnestly request that you recommend our establishment to those of your neighbors who may be in doubt as to where they can safely send orders for medicines or toilet articles.

We have been in this store for twenty-five years and enjoy a large clientele of satisfied customers. Our stock is complete and sales are made with an absolute guarantee. Our prices are as low as those submitted from the large cities, and we pay particular attention to getting out orders at once.

Again thanking you for courtesies extended and requested, we beg to remain,

Yours very respectfully,
FRAWLEY'S PHARMACY,
73 Main Street,
BANGOR, MAINE.

P. S.—To avoid delay please use our street number when you address us. We pay all charges for mail and express.

The letter not only serves as a means for thanking the customer for patronage accorded, but by including a suggestion that the customer recommend the store to his friends, also paves the way for new accounts.

The name of every out-of-town customer obtained in this way, or from other sources, is filed in a loose-leaf book. The whole makes a constantly growing mailing list, each name on which is an actual customer of the store.

For Classifying Business Helps.—

A method that enables a dealer to secure the greatest benefit from the trade publications that he receives was originally described in an article appearing some time ago in *Men's Wear*, of New York, and later reproduced in *Good Store Keeping*.

One dealer, as he looks through his trade papers, clips from them every new advertising and selling idea, or every item that offers helpful information on some detail of store management.

These clippings are classified and filed in a cabinet under their respective heads for future reference. Whenever he wishes to know how other dealers have handled successfully certain trade problems, or if he wants to get a practical advertising idea for a window display or special occasion, he is likely to have at hand some article or plan that will exactly fit his trade.

The cabinet is placed alongside of his desk and contains four drawers, one each for selling ideas, window trims, store management, and advertising ideas. It takes up but little space, and the convenience of having such information easily accessible will appeal to progressive dealers who are anxious to keep in touch with the latest ideas.

Acquainting Physicians with a Drug-store Reopening.—

The following is a reproduction of a letter sent out recently by the Hughes Drug Co., of Shreveport, Louisiana:

DEAR DOCTOR:

We wish to announce the reopening of the drug store on the "Hughes Corner," 688 Jordan St., corner Louisiana Ave.

Mr. Wm. M. Avery, a graduate and thoroughly experienced pharmacist, is to have charge of the store, and will be "Johnnie on the spot" to attend personally to the needs and wishes of the public. He will exert every effort toward the building and maintaining of an efficient prescription department.

Associated with Mr. Avery in the store will be your friend, the affable and genial T. W. Ogden, now with the Hughes Grocery Co.

The building is being thoroughly renovated, and the stock will be brought up to the needs and requirements of the community.

The soda fountain is to receive our personal attention, and cold, delicious, refreshing sodas and ice creams will be served at all hours.

We wish to coöperate with you, doctor, and shall appreciate greatly any coöperation from you.

Yours very truly,
THE HUGHES DRUG CO.

A copy of this letter was mailed to every doctor in Shreveport and vicinity.

A Perfume Selling Idea.—

To move any perfume with which you may be overstocked, or to establish a lively demand for a special odor, A. R. Eberle, Milwaukee, Wisconsin, offers the following suggestions:

"Get from a wholesale house a gross or more of homeopathic vials known to the trade as the 'Woodworth homeo, 1½ fluidrachm.' Fill a number of these with the odor to be exploited and place them in a wicker basket. Then set a full half-pound bottle of the perfume alongside of the basket. To the bottle attach a sign reading, 'A sample bottle of Blank perfume for 10 cents.'

"The vial in question is four inches long and about seven-sixteenths of an inch in diameter, so that it has the appearance of a big value for ten cents. I have used this method to introduce a special odor with marked success."

About Slot Machine Collections.—

"In our store we were at times a little suspicious about the accuracy with which some of the slot-machine collectors counted the money," says George W. Hague in the *Practical Druggist*. "They seemed to do it too rapidly to suit us. The last one who opened our weighing machine dumped the coppers on our soda counter and started to count them. He would slide them from one pile to another, in all kinds of odd amounts.

"The collector stated that there was $5.56 in the pile, and as soon as he made this announcement we grabbed the entire pile. We told the collector we needed some pennies and would give him bills and silver for them—minus our commission. We made about thirty cents on the trade above the commission. Try it some time. When the collector says how much the machine contains, grab it and give him bills."

Announcing Film Development Service.—

All camera films sold at the drug store of Robert A. Roe, Paterson, N. J., have attached to them a sticker, measuring 2¼ by 1⅛ inches, similar to the one reproduced herewith. As the sticker is gummed on the back, it is but the work of an instant to attach it to the unexposed film package.

When this film is exposed, send it to us and we will develop and print it for you. Best work. Satisfaction guaranteed.

ROBERT A. ROE
PHARMACIST
674 Main Street **Paterson, N. J.**

The Best Time to Collect.—

Now is the time for the retailer to get a line on outstanding accounts and make an aggressive collection campaign, says the *Retail Druggist of Canada*.

The supply of money reaches the high water mark during the fall. Farmers begin to reap the results of their season's labors in cash, while builders and other mechanics are generally better situated financially than at any other time of the year. If they are going to be able to pay their accounts at any time, it is now, and it behooves the dealer to make a strong, determined effort to collect what is due him.

Strike while the iron is hot!

Determining Leakage in Cartons.—

Manufacturers often put up bottles of liquid medicine in sealed cartons. When a package of this kind is received with its outer cover damp but unbroken, the retailer has the problem of determining the exact nature of the damage.

A simple method for finding the nature of the damage, according to the *Pacific Drug Review*, is to balance the package against another uninjured one of the same kind of goods. If the damp carton is the heavier, the damage is superficial and the contents intact. If it is of equal weight or lighter, some of the contents of the enclosed bottle has been spilled.

Making Envelopes Do Double Duty.—

E. A. Perrenot, of Riegelsville, Penna., makes the outside of his business envelopes work for him by having printed on the front of each one an advertisement of his line of cameras and supplies.

Here are his printing and developing prices: "Careful developing, 10 cents per roll. Neat printing, 3 cents each. Cards, 5 cents apiece."

PRACTICAL PHARMACY

Cold Cream Troubles.—

At a recent meeting of the Detroit Branch of the American Pharmaceutical Association E. R. Jones presented an interesting paper dealing with the principles involved in the manufacture of greasy cold creams. The causes of some of the troubles encountered in making cold creams were explained by Mr. Jones as follows:

Lack of smoothness in the cream may be due to a poor formula or to improper care in mixing.

Lack of whiteness may be caused by the cream losing some of its water or because the wax used was not white enough.

Separation of water indicates either carelessness in mixing or more likely a faulty formula. Separation is sometimes due to the formula containing too high a percentage of water.

A lardy appearance after the cream has stood for some time indicates a loss of water, or it may be attributable to the fact that the covers do not fit tightly enough.

Shrinking of the contents of the jar indicates loss of water.

If the cream pulls away from the sides of the jar within a few days after filling, the trouble may be due to an improperly balanced formula, or to pouring the cream while too hot, or to using too cold jars. If the pulling away does not take place for several weeks, the trouble is probably due to loss of water.

Discoloration is almost always caused by the perfume used. The use of iron utensils may also cause discoloration.

Separation of the cream may be due to the jars standing in the sun or in a too-warm place.

Concerning the question of the proper perfume to use, Mr. Jones said:

"The perfume is added just before the cream is drawn off into the containers, otherwise a portion of it is volatilized by heat. The perfume should not contain much alcohol as the alcohol has a tendency to break up the emulsion, especially when hot.

"Rose, lilac and violet are the most popular odors, the rose predominating. Rose and violet are quite expensive. Lilac is one of the cheapest.

"In my opinion you about lilac perfumes for creams. Most of them, excepting perhaps a few expensive ones, contain part of a list of terpineol. Some of this may be more apparent itself as a perfume [illegible] of very irritating to the skin and should [illegible] in cold cream. Synthetic perfumes are [illegible] they additionals. It you have [illegible] your cream irritate the skin the first [illegible] look for the perfume in your perfume. Perhaps [illegible] discoloration of the cream [illegible] some other reason is accountable for it.

"The discoloration in the previous cases is distinguished from the first [illegible] that [illegible] the cream during use. To test the cause in two samples of cream, using the same formula, perfume and one of them. Perform them under the same conditions in the same kind of containers. After standing until they can be compared. If the perfumed sample is noticeably more discolored than the other, the trouble can be attributed to the perfume."

Collapsible Tubes for Dispensing Ointments.—

In a paper read before the American Pharmaceutical Association, F. W. Nitardy, Ph.C., told of some of the advantages of the collapsible tube over the ordinary glass jar for dispensing ointments. He described the methods of labeling and filling the tubes as follows:

"For prescription use it is preferable to have lacquered pure tin tubes in assorted colors that fit into hinged boxes lined in corresponding colors. In this way two or more tubes of ointments of the same size may be prescribed for one patient without danger of confusion. The number, doctor's name and directions are placed on the box. If desired, the tube may also be numbered, either before filling, with a steel numbering machine, such as is usually used for prescriptions; or after filling, with an ordinary lead-pencil. In the former case it is best to have a cylindrical hardwood block with a flattened place on which a piece of cardboard is pasted to act as a cushion; the block should just fit the tube; the number may then be indelibly impressed into the soft metal of the tube. In the latter case it will be found that the marks produced on a filled tube with a bluntly-pointed pencil, knitting needle, or similar blunt instrument, are sufficiently deep impressions to remain readable even after the tube is emptied and rolled or crumpled up. Such numbers on the tube are, of course, preferably placed near the shouldered end. Covered metal clips, capable of being numbered, may also be placed over the folded end.

"The filling of individual tubes is most easily accomplished by rolling the preparation into cylindrical form with a piece of paper, slipping this into the tube, flattening the paper cylinder just beyond the portion holding the ointment and then withdrawing the paper, continuing to flatten it as it is being withdrawn, so as to force the ointment out of the paper into the tube. After one trial the operation will be found just as quick and simple as filling a jar with a spatula.

"When tubes are used for preparations such as should not come in contact with metals, the inside of the tube must, of course, be previously coated with a suitable lacquer. Collodion or an ethereal tincture of tolu is suitable for this purpose. A little of one of them is poured into the tube and rotated so as to completely cover the inner surface; the surplus is then poured out and the tube allowed to dry. The operation takes only a few minutes."

Improving Mixture of Rhubarb and Soda, U.S.P.—

At the 1914 meeting of the New Jersey Pharmaceutical Association, Edward A. Sayre had this to say concerning the manufacture of rhubarb and soda mixture U. S. P.:

"Much has been written regarding the formula for this article, many experiments made, and numerous new formulas suggested. In my experience I have found none which give me the satisfaction that I get from the official formula with this one little 'wrinkle' added. Make your mixture and let it stand for three or four days, then strain through muslin, or a straining cloth. While the result is not a brilliant mixture it is one that you will not need to mark 'to be shaken,' for it is not necessary."

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Entrenched Erudition.—

Morphine reduces the peristaltic motion of the intestines for a period of 20 to 24 hours, and thus causes constipation for the time.

E. J. Tully says that polluted waters are more destructive to pathogenic germs than relatively pure waters.

Pittsburgh sends up in smoke, products worth nearly $10,000,000 annually, and doesn't show any alarm about it.

Most of the German motor cars have been adapted to use alcohol as well as gasoline. A mixture of alcohol and benzol gives the best results, but is hard on the engine in that it tends to produce rust.

Madagascar promises to come into the radium commerce with a newly-discovered ore which tests very strong for radium.

Rubber containing antimony (which is usually red in color) is found to yield some of the antimony to saliva, and is thus unsuitable for the use of infants.

The use of fermented cocoanut milk for coagulating rubber latex is furnishing a use for millions of gallons of the milk, hitherto wasted, as well as producing a better quality of rubber.

Some aniline dyes kill bacteria in solutions as weak as 1 in 100,000, and usually a strength which will color bacteria will kill them. Maybe there is safety, instead of danger, in colors.

Ultraviolet rays not only kill bacteria in water but also destroy toxins. The rays are destructive to germs in less than a second, and to spores in 1.5 to 5 seconds.

Flaming-arc lights are made with calcium fluoride or chromic oxide as the flame-producing agents.

A new dye factory is being erected in Pennsylvania which expects to employ 2000 men in the making of coal-tar dyes within six months.

W. E. S. Turner says that a molecule of an element is not always two atoms, but a number varying with temperature, pressure and the solvent used. Thus a molecule may be one, two, or more atoms according to conditions.

A. Hautzsch says that the color-changes of indicators is not solely due to ionization or to colloidal conditions, but is due to "chromoisomerism"—which is a new theory.

The presence of 0.4 per cent of sodium citrate in milk prevents curdling by forming a double salt of casein which does not coagulate.

Uric acid has been shown to exist in the system as a colloidal sodium salt which is probably non-pathological.

Don't expose *ferric* salts and preparations of them to the light, but keep them in dark, amber-colored bottles.

Tetanus is being treated with considerable success by hypodermic injections of 5-per-cent solutions of phenol, repeated every two hours for six days, then every four hours for five more days.

J. E. Marsh has prepared several salts containing two solvents of crystallization. Double iodides containing both water of crystallization and methyl carbonate were obtained.

The world outside of Germany is industriously seeking new sources of potassium. One deposit in California is estimated to be equivalent to six million tons of chloride, but an economical method of working it is yet to be found. Kelp, alunite, and felspar are other American sources.

The war has knocked the Hungarian chemical industries to pieces. Materials for dye-making are used up, similar conditions prevail in the glass factories, and only three sugar factories were working in November.

Rubber has become one of the necessities of modern life and failure to obtain it means the ruin of the automobile and aeroplane industries, and the crippling of surgical supplies, washers, packing, etc., needed in marine construction, and the use of water-proof cloth and fabrics.

W. R. Ohler says that birds fed exclusively on white bread develop polyneuritis, but when fed on whole-wheat bread they do not. Similar results were obtained with whole corn and hominy.

Dr. Carlson says that bitters have no effect on gastric secretions, and probably do not really influence the appetite.

A new alkaloid has been found in nux vomica and called "struxine." It is thought to be a decomposition product of either strychnine or brucine, since partly decomposed beans are richer in it than sound ones.

"Eulanin" is a product obtained from wool-fat which is recommended for addition to toilet soaps for the purpose of rendering them smooth and non-irritating without reducing the lathering qualities.

Natural Gas.—

The United States produces 97 per cent of the world's supply of natural gas and allows a large proportion of it to go to waste. Two kinds are found—"dry" gas, which is good for fuel only but is the most efficient fuel in commerce, and "wet" gas, which contains a larger proportion of heavier gases and by pressure and condensation yields gasoline and "dry" gas. The gas production in the U. S. is worth half as much as the petroleum production.

Signals.—

On mixing 35 Cc. each of a 50-per-cent solution of potassium carbonate, a 10-per-cent solution of pyrogallol and a 35-per-cent solution of formaldehyde, then adding 50 Cc. of 30-per-cent hydrogen peroxide, a red light is developed. On exposing a solution of phenylmagnesium bromide in anhydrous ether to moist air, an intense green light is produced. If pure oxygen be used instead of air the light is stronger.

Something Cheaper?—

One of the greatest hindrances to the use of hydrogenated oils for soaps is that the lathering qualities of the soaps are deficient. By hydrogenating and saponifying at the same time—which can be done without any catalytic agent—this defect is overcome, and a cheaper soap is obtained. It promises to be an important improvement in the soap industry.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Some Veterinary Formulas

The R. C. Pharmacy Co. writes: "We would like formulas for (1) a veterinary spavin remedy, (2) a veterinary blister, (3) a veterinary caustic balsam, (4) a veterinary gall remedy (dark in color). We would also like to know if there is any product which is just as good but cheaper to use than tallow or beef-drippings in the preparation of a phosphorus gopher poison."

The following are found in the literature:

1. Spavin Remedy.

Turpentine	4 fluidounces.
Alcohol	8 fluidounces.
Camphor	960 grains.
Iodine	100 grams.
Petroleum oil (heavy)	2 fluidounces.
Oil of rosemary	4 fluidrachms.

Dissolve the camphor and iodine in the alcohol and add the other ingredients.

2. Blister

Powdered cantharides	1 ounce.
Red iodide of mercury	1 ounce
Lard	5 ounces.

Digest the cantharides in the lard on a water-bath for 6 to 8 hours; strain, and when the mixture begins to set incorporate the red iodide of mercury.

3. Caustic Balsam.

Oil of red thyme	3 parts.
Rectified oil of amber	8 parts.
Oil of rosemary	10 parts.
Camphor	20 parts.
Alcohol	30 parts.
Sulphuric acid	90 parts.
Oil of turpentine	240 parts.
Sulphurated oil	2190 parts.

Cautiously stir the acid into the other ingredients, previously mixed together, and allow the whole to cool.

4. Gall Remedy.

Exsiccated alum	1 drachm.
Zinc oxide	1 drachm.
Powdered tragacanth	1 drachm.
Oil of tar	2 drachms.
Yellow petrolatum	1 drachm.

Mix the tar with the petrolatum, and then thoroughly incorporate the other ingredients.

Phosphorus is soluble in about 50 parts of any fatty oil, and any fatty oil the taste of which is not repugnant to the gophers could be used in the preparation of the poison. Tallow and beef drippings, however, are the "classic" agents generally employed and are comparatively as inexpensive as any of the other suitable fats.

"Flake White" in a Toilet Lotion.

A. L. P. says: "I have been asked for a lotion composed of flake white (as I understand) and rose-water. Will you suggest the proper proportions to use in order to obtain an 'elegant' preparation?"

The free continued use of cosmetics containing "flake white" (which, according to the U. S. Dispensatory, is lead carbonate) has, in many instances, produced cases of lead poisoning, quite often with serious results. For this reason, care should be taken not to recommend preparations of the substance too enthusiastically.

However, a preparation such as you desire can be made as follows:

Lead carbonate	1 ounce.
Bay rum	2 fluidounces.
Glycerin	½ fluidounce.
Rose-water, q. s. ad	1 pint.

Mix the bay rum, glycerin, and rose-water together and pass through a paper filter until a clear solution is obtained. Rub the lead carbonate to a smooth paste with a portion of the liquid, and then add the remainder of the liquid and agitate freely.

As the lead carbonate is insoluble in the liquid, the preparation cannot, of course, be made into a uniform mixture and should be dispensed with a shake label attached.

According to *Attfield's Chemistry*, "flake white" is bismuth subnitrate. If you are using the bismuth preparation the same formula can be employed, and the finished product is not, of course, open to the objection that is held against the lead carbonate mixture.

Board-of-Pharmacy Secretaries In The United States.

R. C. L.—In reply to your inquiry we are printing the entire list:

Alabama—E. P. Galt, Selma.
Arizona—Arthur G. Hulett, Phoenix.
Arkansas—J. A. Gibson, Little Rock.
California—Louis Zeh, San Francisco.
Colorado—Wm. F. Thehus, Denver.
Connecticut—J. A. Leverty, Bridgeport.
Delaware—John O. Bosley, Wilmington.
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Washington—D. B. Garrison, Connell.
West Virginia—Alfred Walker, Sutton.
Wisconsin—Edward Withams, Madison.
Wyoming—R. A. Hopkins, Cheyenne

Hair Tonic and Dandruff Remover.

J. B. G. writes: "Can you give me some suggestions as to the manufacture of a hair tonic and dandruff remover containing a low percentage of alcohol? I have thought of making a preparation containing for-

maldehyde if I could do so without being compelled to attach a poison label."

The presence of formaldehyde in a hair tonic is hardly desirable, as the extended use of it would tend to convert the scalp into a very fair quality of leather.

The following formula, however, is said to produce a quite efficient preparation and is inexpensive to manufacture:

Resorcin	30 grams.
Boric acid	2 drachms.
Salicylic acid	30 grams
Glycerin	2 fluidounces.
Alcohol	2 fluidounces
Oil of bergamot	10 minims.
Oil of lemon	5 minims
Fluidextract of turmeric	2 minims
Water q. s. ad	1 pint

Dissolve the salicylic acid and the oils in the alcohol and the other ingredients in the water. Mix the two solutions and filter through talc.

The resorcin causes a darkening in the product if it is exposed to sunlight for any length of time. If this darkening is objectionable the resorcin may be omitted from the formula, although by so doing the antiseptic power of the preparation is decreased.

Unfermented Fruit Juice.

The K. Drug store asks: "Will you publish directions for making unfermented fruit juice?"

According to the *Scientific American Cyclopedia of Formulas*, the following method can be used to prepare unfermented fruit juice from grapes or other fruits:

Use only clean, sound, well-ripened but not over-ripe fruit. An ordinary cider mill may be used for crushing and expressing, or the fruit may be crushed and expressed with the hands. A third method is to put the fruit in a clean cloth sack, tie up the sack, and then either hang up securely and twist it, or let two persons take hold, one on each end of the sack, and twist until the greater part of the juice is expressed.

Then gradually heat the expressed juice in a double boiler or a large stone jar in a pan of hot water, so that the fruit juice container does not come in direct contact with the fire, at a temperature of 150° to 200° F.; never above 200° F. Next put the hot juice in a glass or enameled vessel and allow it to settle for 24 hours. Carefully drain the juice from the sediment, run it through several thicknesses of clean flannel, and fill into clean bottles.

Do not fill the bottle entirely, but leave room for the liquid to expand when again heated. Fit a thin board over the bottom of an ordinary wash-boiler, set the filled bottles in it, fill in around the bottles with water to within about an inch of the tops, and gradually heat until the water is about to simmer. Then take the bottles out and cork or seal immediately.

It is a good idea to take the further precaution of sealing over the corks with paraffin or sealing wax to prevent mold germs from entering through the corks.

Bulletin 24, issued by the Bureau of Plant Industry, Department of Agriculture, Washington, D. C., contains information intended for those who desire to go into the manufacture of fruit juice in a systematic manner for commercial purposes.

Transparent Varnish for Labels.

The K. Pharmacy writes: "Kindly publish a formula for a good transparent varnish for paper labels on bottles, one that cannot easily be washed off."

Here is the formula of a varnish as well as the method of sizing the paper:

Sandarac	3 ounces av.
Mastic	¾ ounce av.
Venice turpentine	150 grains.
Alcohol	16 fluidounces.

Macerate with repeated stirring until solution is effected, and then filter.

The paper labels are first sized with diluted mucilage, then dried and finally coated with the varnish. If the labels have been written with water-soluble inks or color, they are first covered with two coats of collodion, and then varnished.

In a previous issue of the Bulletin, C. B. Burnside, of Iowa City, Iowa, describes a substitute for a label varnish as follows:

Labels may be made water and acid proof by the application of a saturated solution of paraffin in petroleum ether of boiling point from 40° to 50° centigrade. The process consists in simply touching the label with a small piece of cotton saturated with the solution. The petroleum ether evaporates almost instantly, leaving an invisible coating of paraffin, which retains the new luster of the label as well as making it water and acid proof.

A Hard Shaving Soap.

A. E. H. writes: "Will you publish a working formula for a good hard shaving soap?"

The hard shaving soaps offered in the market are made by the use of quite complicated and expensive machinery, and for this reason the manufacture of similar products on a small scale is hardly practical for a dealer having only a limited output. The saponified product, before it is made into marketable form, is cut by machinery into thin slices. These slices are dried by passing over heated rollers. The dried soap is then granulated and compressed into hard cakes by means of machines exerting an enormous pressure.

Here, however, is a formula for a shaving soap that is said to be quite satisfactory:

Cocoanut oil	50 parts.
Stearic acid, white	200 parts.
Caustic soda (100 per cent or equivalent)	28½ parts.
Caustic potash (100 per cent or equivalent)	12½ parts.
Water	300 parts.

Dissolve the soda and potash in the water and add to the oil and acid previously melted together on a steam bath. Heat the mixture until it is completely saponified.

The saponified product can be cast into cakes of any desired shape or weight.

Bug Killer.

F. A. H. asks: "Can you furnish me with a formula for a 'bug killer' that does not contain corrosive sublimate?"

The following makes a popular preparation:

To half a gallon of kerosene oil add a quart of spirit of turpentine and an ounce of oil of pennyroyal. This mixture is far less dangerous to use than benzine. The pennyroyal, as well as the turpentine, is not only poisonous but exceedingly distasteful to insects of all kinds. The kerosene, while less fatal to bugs than benzine, is cheaper and safer, and when combined with the other ingredients is said to be equally as efficient.

Preparing Fowler's Solution.

S. M. asks: "Can you tell me the best method to use in preparing Fowler's solution? I have considerable difficulty in bringing the arsenic trioxide into solution."

Your trouble may be due, perhaps, to impurities present in the arsenic trioxide. Commercial arsenic trioxide is frequently contaminated by calcium sulphate, and if the calcium salt is present the powder will not dissolve completely. Another insoluble impurity sometimes found in the commercial powdered oxide is

calcium arsenite, which is occasionally present to the amount of 25 per cent.

If pure arsenic trioxide is used, and the official directions followed carefully, we know of no more satisfactory method of preparation than that laid down in the United States Pharmacopoeia.

A concentrated Fowler's solution is offered in the market which simply requires the addition of water and tincture of lavender to produce a solution answering the requirements for the preparation.

A Gargle that May Be Taken Internally.

W. P. W. writes: "Kindly print a formula for a non-alcoholic gargle for sore throat containing iron, potassium chlorate, and glycerin, that may also be taken internally."

The following should answer your requirements:

Potassium chlorate	80 grains.
Solution of ferric chloride	50 minims.
Glycerin	2 fluidrachms.
Water q. s. ad	4 fluidounces.

Dissolve the potassium chlorate in the water and mix with the other ingredients.

Before using this preparation as a gargle or for internal administration it should be diluted with several volumes of water.

Theatrical Cold Cream.

W. P. W. says: "We desire a formula for an inexpensive, white, greasy, theatrical cold cream."

Try this combination:

Spermaceti	3 ounces.
White wax	24 ounces.
Liquid paraffin	128 fluidounces.
Borax	2 ounces.
Water q. s. ad	4 fluidounces.

Melt the wax and spermaceti on a water-bath, and incorporate the liquid paraffin. Dissolve the borax in the water at 140° F. and add it to the melted mixture. Place the container in cold water and stir well until the cream becomes cold.

Any desired perfume may be added to the cream by incorporating it toward the end of the process before the cream has become quite cold.

Too Much Abbreviation.

A. H. B. says: "The following prescription which I received a short time ago has me stumped. Can you tell me what is desired?

Sal Cawl. Fet	5 ounces.

"Sig.: Two teaspoonfuls in a cup of hot water 20 minutes before breakfast."

Artificial Carlsbad Salt, the *Sal Carolinum Factitium* of the National Formulary, is sometimes abbreviated by lazy-ing physicians to *Sal. Carol. Fct.* When hastily written the "ar" in *Carol* might resemble "w" closely. We thank you for calling attention to the fact that artificial Carlsbad salt is the preparation listed.

Dispensing Harrison's Law Substances.

E. R. Squibb: "Under the Harrison law the state must [illegible] opium, cocaine, suppositories, and liniments containing more than the exempted amount of opium, etc., to be registered. Now, how is this done? A retail dispensary of a proprietary [illegible] stamps [illegible] ordered, and still contain [illegible] opium [illegible] Can you help us?"

The authorities at Washington so far have made known no process by which this may be accomplished. The best way to get authoritative information would be to put the matter up to the District Revenue Collector, or to write direct to the Internal Revenue Department in Washington.

BOOKS

A New Edition.

Few books published exclusively for the drug trade have met with the success that has been accorded "Window Displays for Druggists." And there is a reason for this: few books are more practical; can be used to better advantage in the way of actually increasing daily receipts.

Moreover, perhaps no book can be better called what might be termed a time-saver. For it is often a troublesome question what to put in the windows; valuable time is consumed in figuring out a display.

"Window Displays for Druggists" is made up of trims actually used in drug-store windows. One hundred and fifteen of them are pictured; photographs of the actual windows are reproduced, and each picture is accompanied by a detailed description, telling just exactly how to go about it to put in the trim.

Over a thousand prize windows were examined, and those in the book represent what were considered the best. They cost $5 each, a total of $575.

Two large editions have been sold, and now the third edition has been placed on the market. Fully a third of the contents is new; new pictures, new text. Just as the second edition was an improvement on the first, so is the third edition much better than either of the preceding two.

The new book contains 176 pages, is bound substantially in cloth boards, and the price is $1, post-paid. It is published by E. G. Swift, Detroit, Michigan.

The Carolina Journal of Pharmacy.

The initial number of the *Carolina Journal of Pharmacy*, dressed in pretty blue covers, contains some very good material. Papers are contributed by W. W. Horne, Ph.C.; James M. Bell, Professor of Chemistry, University of North Carolina; John L. Henderson; F. I. Andrews; S. B. Higgins; and R. H. Andrews, Ph.G. The editorial pages are bright, snappy, and full of information.

The editor-in-chief is J. G. Beard, Chapel Hill, and W. W. Allen is assistant editor. R. A. McDuffie is business manager.

The *Journal* is published quarterly by the William Simpson Pharmaceutical Society of the University of North Carolina School of Pharmacy, and the subscription price is fifty cents a year.

"The Model T Ford Car: Its Construction, Operation and Repair," is the title of a new book written by Victor W. Page, M.E., and published by The Norman W. Henley Publishing Co., 132 Nassau Street, New York City. The price is $1.00.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

SENATOR HOAR used to tell with glee of a Southerner just home from New England who said to his friend, "You know those little white round beans?"

"Yes," replied the friend, "the kind we feed to our horses?"

"The very same. Well, do you know, sir, that in Boston the enlightened citizens take those little white round beans, boil them for three or four hours, mix them with molasses and I know not what other ingredients, bake them, and then—what do you suppose they do with the beans?"

"They ——"

"They eat 'em, sir," interrupted the first Southerner impressively; "bless me, sir, they eat 'em!"—*Christian Register.*

CHAS. PFIZER & Co. manufacture a particularly fine line of bismuth preparations. Their subnitrate of bismuth is an exceptionally pure, white, and bulky article, free from arsenic, and is especially recommended for all therapeutic purposes. The subgallate of bismuth is also highly recommended by the profession.—*Adv.*

A PROMISING GEORGIA PHARMACIST.—From a class of 60 candidates, only 21 of whom were successful, taking the June examination given by the Georgia Board of Pharmacy, Isadore Horovitz, of Savannah, succeeded in attaining the high average of 90¾, securing for himself a license as pharmacist. Georgia grants three distinct classes of licenses, the grade of pharmacist being the highest awarded. Mr. Horovitz is a graduate of the School of Pharmacy of the University of Georgia, and the high mark which he made before the State Board speaks well for his future success.

DURING a particularly nasty dust-storm at one of the camps a recruit ventured to seek shelter in the sacred precincts of the cook's domain.

After a time he broke an awkward silence by saying to the cook:

"If you put the lid on that camp-kettle you would not get so much of the dust in your soup."

The irate cook glared at the intruder, and then broke out:

"See here, me lad. Your business is to serve your country."

"Yes," interrupted the recruit, "but not to eat it."—*Tit-Bits.*

Now, take Sunburn—

or any other kind of a burn; dermatitis, poison ivy, insect bites, etc.—

Physicians say there's nothing so comforting; so convenient; so quick-healing and safe, as

Antiphlogistine
TRADE MARK

Spread on **Thick** and—COLD; better **cold** in burns. Takes out the "heat;" relieves pain; saves the skin. Antiphlogistine goes on easy—comes off clean.

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HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, ▪ ▪ PITTSBURGH, PA.

A group of Chinese boys were discussing the relative merits of two billboards—one advertising Carnation Milk, the other Bull Durham. One of the boys was explaining the signs to the others, so:

"In America, they have he cows and she cows. The she cows give milk, and the he cows give tobacco."—*Kellogg's Square Dealer.*

Catalogue "A" illustrates and describes a most complete line of decorated tin boxes for dispensing purposes.

Catalogue "A" is issued by the American Stopper Company, Dwight and Veronica Streets, Brooklyn, N. Y., and shows boxes for every requirement of the modern drug store.

Get Catalogue "A" for your desk. A postal card will bring it on its way.

A clergyman, in delivering one of a series of addresses, counted himself quite exacting for being unable to think on more than seven points, the most, he said, having departed part of his notes. Later, while visiting in the neighborhood, he asked a man:

"Where were some of my lectures, Rooney?"

Rooney: Indeed, I was, sir; all of them.

Lecturer: Which one did you like best?

Rooney: The one the judge was at, yer honor (Live Wire).

The artist was painting—sunset, red, with blue streaks and green dots.

The old rustic, at a respectful distance, was watching.

"Ah," said the artist, looking up suddenly, "perhaps to you, too, Nature has opened her sky-pictures page by page? Have you seen the lambent flame o' dawn leaping across the livid east; the red-stained, sulfurous islets floating in the lake of fire in the west; the ragged clouds at midnight, black as a raven's wing, blotting out the shuddering moon?"

"No," replied the rustic, shortly; "not since I signed the pledge."—*Tit-Bits.*

The Paste with the Toothsome Taste—Borothyme Tooth Paste is the latest product of The Abbott Laboratories and a winner. Sales are already reported as large, "repeat orders," indicating that the retail druggist will do a big business in this specialty when once his customers start to use this rather unusual and delightful dentifrice.

The retail price is 25 cents. Counter display boxes, containing one dozen tubes, are furnished to retailers at $2.00, less 15 per cent. There is both good profit to you and satisfaction for your customers in this product. If your jobber is not supplied, drop a line to The Abbott Laboratories, Chicago, Illinois. If you wish to stock direct, you are privileged to do so.

A full-size tube will be sent as a "sample" to any retailer on request.

Small Daily Sales Make Big Yearly Profits.

To sell a package of Diamond Dyes may *seem* trifling—but the year's total *proves* their wonderful trade value.

Diamond Dyes

are used constantly by thousands of people who have confidence in every "Diamond Dye" dealer.

You lose money when your stock is not complete.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT,

and 200 MOUNTAIN STREET, MONTREAL, CANADA.

"WHAT is a food expert?"

"Any man who can make his wages buy enough for the family table."—*Life.*

"THE DRUGGIST AND HIS PROFITS."—This is the title of a new book just written and published by Harry B. Mason, Managing Editor of the BULLETIN OF PHARMACY. The volume is now being made the subject of most complimentary notices in the drug journals of the United States, and it is very apparent that a copy of it ought to be in the possession of every druggist in the land.

It will show many a man that he is barking up the wrong tree—that he is failing to make anything like as much money as he thinks he is making. It will assist him in putting the store on an entirely different basis, and help him in bolstering up the earnings in every branch of the business.

The book is published by E. G. Swift, P. O. Box 484, Detroit, Mich., and a copy will be sent post-paid for $1.00.

A LADY of great beauty and attractiveness, who was an ardent admirer of Ireland, once crowned her praise of it at a party by saying:

"I think I was meant for an Irish woman."

"'Madam,' rejoined a witty son of Erin, 'thousands would back me in saying that you were meant for an Irishman.'"—*Dublin News.*

BRIDE: "I'm sure the rest of the honeymoon will be just as happy. I know our love will last."

Bridegroom: "I'm not worrying about the love, dear, but I'm a little nervous about the money."—*Life.*

S. & H. GREEN TRADING STAMPS have been by far the most popular stamps of their kind for the past eighteen years. It is estimated that at the present time over ten million customers of retail establishments in various lines are collecting them. That they are in great demand is well proven by the fact that the Sperry & Hutchinson Company, who market these stamps, state that redemptions in the year 1914 were in excess of ninety per cent.

S. & H. Green Stamps are about the size of postage stamps and are gummed on the back. One stamp is given for every ten-cent purchase. The customer pastes the stamps in a book provided for the purpose and when this book is filled it is redeemed in various premiums.

Sperry & Hutchinson Company, the largest trading stamp concern in the world, issue a national monthly called The Sperry Magazine. A copy will be mailed to you free upon request. The address is 2 West Forty-fifth Street, New York City.

A MAN who is disappointed in his automobile doesn't need a car-berater.—*Motor Life.*

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

OFFICERS OF MICHIGAN BOARD OF PHARMACY.—The present officers of the Michigan examiners are as follows: E. E. Faulkner, Delton, president; Charles S. Koon, Muskegon, secretary; George F. Snyder, Grand Rapids, treasurer. Leonard A. Seltzer, Detroit, and Edwin T. Boden, Bay City, constitute the remainder of the board.

The next examination is to be held at Houghton, Upper Peninsula, on August 24, 25, and 26.

ONE DOLLAR in every four is saved for you when you insure your store with the American Druggists' Fire Insurance Company, 1215-1216 Mercantile Library Bldg., Cincinnati, Ohio.

And the insurance thus obtained is "Old Line," the kind that is recognized as the standard of safety and satisfaction.

Ask the company for its proposition on your store and for its 1914 report.

A WOMAN was complaining to her dairyman about the quality of his milk.

"Short o' grass feed, mum," said the milkman. "Bless you, these cows o' mine are just as sorry about it as I am. I often stands and watches 'em cryin'. You don't believe it!"

"O, yes, I believe it," said the customer dryly, "but I wish in future you'd see that they don't drop their tears into the milk."—*James Born Magazine*.

"HERE'S a story about a man who got a piece of ice lodged in his throat and choked to death."

"Ah, another case of death from hard drink."—*Ohio Sun-Dial.*

ARMSTRONG CORKS AT SAN FRANCISCO.—One of the most interesting exhibits to be seen at the Panama-Pacific International Exposition at San Francisco is that of the Armstrong Cork Company, of Pittsburgh, Pa., located in a pavilion in the Palace of Manufacturers. The pavilion is artistically designed and a visit to it will amply repay any one for the time spent in so doing.

Armstrong products, ranging from the well-known Circle A prescription stoppers to heat-insulating materials made solely, or in part, from cork waste, are all shown and the uses of the various articles fully explained.

The Armstrong Company is distributing a most effectively gotten-up and beautifully illustrated booklet entitled "Cork at San Francisco" that contains the story of the unique exhibit of cork products and by-products. In it is described the history of cork and the many uses to which the substance can be put.

MISS PASSE: "Have you heard of my engagement?"

Miss Cutting: "No—er—who's the plucky man?"—*Providence Journal.*

HIGHEST COURT SUSTAINS OUR RIGHTS.

C & C
Registered in U. S. Pat. Office.
No. 66108

PLANTEN'S (TRADE MARK) C & C OR BLACK CAPSULES
Registered in U. S. Pat. Office.
No. 51356

C & C
Registered in U. S. Pat. Office.
No. 66108

OUR RIGHTS to the EXCLUSIVE USE of the above trade marks ARE FULLY SUSTAINED.

UNITED STATES CIRCUIT COURT OF APPEALS (Second Circuit)

REVERSES THE DECISION

of Judge Walter Evans of Kentucky sitting in the Southern District of New York in the Case of PLANTEN vs. GEDNEY.

"The Trade Marks thus registered are valid, they have been infringed and complainant is entitled to the relief accorded to him by Section 16 of the Trade Mark Law of 1905."

(Extract from the decision rendered by the U. S. Circuit Court of Appeals. Second Circuit—The Highest Court)

Copy of Full Decision mailed on request.

We caution the trade against handling goods sold under any colorable imitation of our trade marks.

H. PLANTEN & SON, "The Pioneer American Capsule House" Founded in New York in 1836. **Brooklyn, N. Y.**

BIGGER and better than ever! More illustrations, better trims! And the price has not been advanced.

Send to-day for "Window Displays for Druggists," the new third edition. Two big editions have been sold, and the third is now on the market.

One hundred and fifteen photographic reproductions of actual windows, each accompanied by descriptive text; prize-winning windows selected from more than a thousand trims, and each of the 115 costing $5—that's what the book is made up of, in part.

And you can get all this, post-paid, for $1. E. G. Swift, publisher, box 484, Detroit, Mich.

"I WENT to Jonesboro to see my father and mother the other day, Percy."

"By Jove! And how did you find them?"

"Oh, I knew where they lived."—*The Tatler.*

TWO SIZES, and both are popular, steady sellers.

Alkalol in the 8-ounce package costs $4.00 a dozen; in 16-ounce bottles, the dozen price is $6.75.

At any jobbers, or ask the Alkalol Company, Taunton, Mass.

"Do you think Mrs. Dasher's life is an open book?"

"Well, I've a suspicion that several of the pages are stuck together."—*Life.*

TEACHER: "Now, boys, tell me how to make a slow horse fast."

Willie: "Starve him!"—*Punch.*

JUST to show you.

The model window display reproduced on the back cover of this issue was arranged for the purpose of showing you how attractive your window can be made when it is trimmed with the Ansco display assortment that is sent free to every druggist who decides to establish an Ansco photo supply department.

Ansco cameras, Ansco film and Cyko paper make a profitable side-line that leads to desirable sales to the many camera enthusiasts in your vicinity. Ansco goods identify your store as photographic headquarters.

To find out how easily and at what small expense you can install this most profitable department in your store, mail the post card on the back cover to the Ansco Company, Binghamton, N. Y.

Mailing the card places you under no obligation; it will, however, place you in a position to get much profitable and desirable trade.

LITTLE GIRL: "My father says he has often seen you act."

Pleased Actress: "What did he say he saw me in, dear?"

Little Girl: "In the seventies."—*Puck.*

As men carefully watch over some Treasure, so we cherish and protect the Reputation we have built up for
N. Y. Q. Products
doing everything that lies in our power to continue meriting it through the Purity and Quality of our goods
Potassium Iodide
Diacetyl-Morphine
Bismuth Subnit.
Thymol Iodide
Acetanilide C.P.
Strychnine
Quinine
Morphine
Cocaine
Codeine
NYQ
NEW YORK QUININE AND CHEMICAL WORKS LTD.
NEW YORK CITY
483

OFFICERS OF THE TEXAS PHARMACEUTICAL ASSOCIATION.—At the annual meeting of the Texas Pharmaceutical Association, held at Houston, from June 15 to 17, the following men were chosen as officers of the association for the coming year: A. M. Fischer, San Antonio, president; C. E. Craycroft, Sherman, first vice-president; W. G. Wilman, Brownsville, second vice-president; Mrs. E. B. Dwyer, Houston, third vice-president; Tom J. Snell, Cooper, fourth vice-president; W. H. Cousins, Dallas, secretary-treasurer; J. W. Graham, Austin, home secretary; Miss Lum Shipe, San Marcos, historian. R. H. Walker, of Gonzales, was elected a member of the board of trustees, the other members being Cecil V. Rogers of Dallas, and F. A. Chapa of San Antonio.

"ADVERTISING PAYS," according to the statement of the Saginaw Show Case Company, Saginaw, Mich., "is the most essential point in modern merchandising."

"Accordingly this month the Saginaw Company's line of [illegible] store equipment will be mailed to any druggist who is interested in improving his present store arrangement."

"Thanks, for the [illegible] I was really delighted to [illegible]"

"[illegible] truly [illegible]"

"I should [illegible] Bulletin [illegible]"

"ARE caterpillars good to eat?" asked little Tommy at the dinner table.

"No," said his father; "what makes you ask a question like that while we are eating?"

"You had one on your lettuce, but it's gone now," replied Tommy.—*Kellogg's Square Dealer.*

THE Combined Ledger-duplicating Statement System offered by the Richmond & Backus Company, Detroit, Mich., provides a practical method of keeping books that eliminates all waste energy.

It consists of a loose-leaf book, handsomely bound, that permits you to carry not only your sales accounts but also your general and purchase account under the same cover. With it, an itemized statement of any customer's account can be rendered instantly.

The cost of the complete system is only $18.75. To find out in detail about this improved method of keeping books ask the company for catalogue K, explanations and forms.

"DIDN'T you see me hold up my hand?" asked the traffic policeman.

"I must confess that I did," replied the man who was driving his own car.

"Then why didn't you stop?"

"I lost my nerve. I had just spent three-quarters of an hour getting this car to start and it seemed a shame to lose all that work."—*Washington Star.*

When writing to advertisers please mention BULLETIN OF PHARMACY.

Vortex Sanitary Service

FOR HOT AND COLD DRINKS

Paraffin Paper Cups and Metal Holders

(Patented and Patents Pending.)

Vortex Paper Cups are made for Sodas and Sundaes in regulation sizes for use in Vortex Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary.

The Vortex System removes—

Sloppy conditions of fountain and tables.
Danger from chipped glass.
Loss in breakage of glassware.
Using of hot water.
The expense of washing.
25 per cent in the labor of serving.

Thousands of merchants are now using our service. Shall we send you their letters to prove it? Write for information.

If your jobber won't supply you, write us.

THE VORTEX MFG. CO., - CHICAGO.

He: "Sam is going to marry the rich widow Brown."

She: "Whaddye mean, 'Rich?' Why, she was married to that poor numismatist."

He: "Sure, I know. And when he died he left her all kinds of money."—*Penn State Froth.*

When there is a large number of envelopes to be addressed, much time can be saved if the operator uses the "front feed" method on the L. C. Smith & Bros.' Typewriter.

An explanation of this method, as well as descriptions of a number of other time-saving schemes, can be found in a little booklet entitled "A Lesson in Operating."

If you mention the Bulletin of Pharmacy a copy of the booklet will be mailed to you, without charge, by the L. C. Smith & Bros. Typewriter Co., Syracuse, N. Y.

Young Barnes had married contrary to his father's wishes. Meeting his parents soon afterward, the father said, angrily:

"Well, young man, I have made my will and cut you off with a dollar."

"I am very sorry, father," said the youth, contritely; and then added, "But you don't happen to have the dollar with you?" *Ladies' Home Journal.*

To prevent druggists and doctors from having a spurious product foisted upon them, the Martin H. Smith Co., of New York, has adopted a novel means of identification for Ergoapiol (Smith) capsules.

The letters M. H. S. appear on the inside of each capsule, and serve as a patented, protective trade mark for the product. Although the letters are not visible from the outside, they are plainly discernible when the capsule is cut in half through the seam.

No analytical examination is needed to establish the identity of the genuine capsules, for the method of marking them is the exclusive property of the Martin H. Smith Co. Simply splitting a capsule in two assures the druggist, physician or patient that he is getting the true Ergoapiol (Smith) capsule.

"Well, Freddie," said his mother, "did you learn anything new at school to-day?"

"Yes'm," said Freddie.

"What did you learn new?"

"I got on to a new way o' gettin' out o' school fer an hour, by snuffin' red ink up me nose."—*Ladies' Home Journal.*

August and September are the two months when "Tanglefoot," the non-poisonous fly paper, is most in demand.

Is your stock sufficiently large to meet the demand? Jobbers everywhere carry "Tanglefoot."

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

When Harry Atwood was aeroplaning from St. Louis to New York City he alighted to adjust his machine in a field near Fort Plain, New York. Atwood wasn't certain what State he was in, and wanted to know. A crowd of villagers rushed toward him and he called to them:

"Where am I?"

"You're in Charlie Knoll's cow pasture," shouted the nearest man.—*Everybody's.*

With every order for 36 ten-cent cans of "Flash," the antiseptic house and hand cleaner, is included six window and counter easels, a window transparency, one large and one medium size sign, and twenty trial cans of "Flash." The 36 cans cost but $2.50.

"Flash" sells to housewives, motorists, engineers, mechanics, printers, painters, surgeons, in fact, to every one who desires an effective agent for removing dirt and stains.

To take advantage of this special offer, send to-day to the Flash Chemical Company, Kendall Square, Cambridge A, Boston, Mass., and mention the Bulletin.

Teacher: "Katherine, what do you know about the orchid family?"

Katie: "Please, miss, mother has forbidden us to indulge in any family gossip. *Boston Transcript.*

Does a return of $6.00 on an investment of only $1.75 appeal to you?

With each order for one dozen one-ounce jars of Forkola, retailing at 25 cents each, the Bacorn Co., Elmira, N. Y., will give twelve jars free.

Forkola is recommended as an efficient ointment for colds in the head and on the lungs, and for chronic catarrh, croup, quinsy, la grippe, asthma, sore throat, etc.

This special offer is limited, so send along the $1.75 to-day if you want to get in on it.

Judge: "So you say words passed between the husband and wife in this case. Did you hear what they were?"

Witness: "No, but I saw them. He threw a dictionary at her!"—*Town Talk.*

Potassium iodide, either granular or in the crystalline form, that answers fully the requirements of the U. S. P. can be obtained by specifying "Albany" on your orders.

The Albany Chemical Company, Albany, N. Y., offers a full line of medicinal, technical and photographic chemicals in both original and broken packages.

Let the company quote prices on any of its products that you may need.

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

TABLET MANUFACTURERS who are interested in machines of superior design, simple construction and good workmanship are invited to send for the booklet issued by the Arthur Colton Co., 794 Jefferson Avenue, Detroit, Mich.

The booklet is fully illustrated and contains descriptions of tablet-making machines, of both the single punch and rotary types, designed to meet every requirement of the particular manufacturer.

A LONG-HAIRED chap who walked into the general store at Arvada asked, "Do you sell stale eggs?"

"No," said the grocer, with a smile; "but I've got some."

"Well, give me all you've got," said the stranger.

The grocer, as he bundled up the eggs, laughed and said, "I guess you're going to see Hamlet to-night at the opera house."

"No," said the stranger grimly. "I'm going to play Hamlet to-night at the opera house."—*Field and Farm.*

QUICK TURNOVERS make Sal Hepatica a decidedly advantageous product to feature prominently. Does it have a conspicuos place on your shelves?

The profit on Sal Hepatica is liberal—you can buy it for "2, 4 and 8."

At all jobbers, or ask Bristol-Myers Co., New York.

"MEIN GOTT, it iss too much? Ain't it enough dot I fight for der Vaterland? Now der Emperor says we should marry before leaving for der front."—*Life.*

NO MATTER how large, how small or what shape your drug store is, "Victor" sectional drug store outfits will solve the fixture problem for you quickly and satisfactorily.

Your saving is from 10 to 20 per cent when compared with the prices asked for a similar outfit made to order.

"Victor" outfits, richly and exclusively designed, and finished in golden oak, can be ordered for immediate shipment through your jobber. Ask him for the 80-page catalogue No. 14 containing photographs, specifications and full particulars, or write to the Benderscheid Mfg. Co., 2800-2826 North 9th Street, St. Louis, Mo.

"I WANT you to publish these poems in book form," said a seedy-looking man to the London publisher.

Publisher: "I'll look them over; but I cannot promise to bring them out unless you have a well-known name."

Poet: "That's all right. My name is known wherever the English language is spoken."

"Ah, indeed What is your name?"

"John Smith."—*Punch.*

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

Prevention is more than cure. *Wilmarth* Equipment wards off encroaching competition.

From coast to coast are drug stores planned and designed by Wilmarth experts—and their owners are enthusiastic over the results gained.

Drug Equipment from the Single Case to the Store Complete.

WILMARTH SHOW CASE CO., 1520 JEFFERSON AVENUE, GRAND RAPIDS, MICH.

NEW YORK, 50 West 20th St. Fuller-Lock, House Bldg.
DES MOINES, Shops Bldg.
ST. LOUIS, 1115 Washington Ave.
MINNEAPOLIS, 27 N. Fourth St. HELENA, Hotaky Blk.

Made In Grand Rapids

"GUESS I'll have to get rid of my cashier. She is entirely too beautiful for the lunch-room business."

"Seems a queer complaint. I should think a pretty cashier would draw customers."

"But they fall in love with her and lose their appetites."—*Town Talk.*

"OF the highest purity and of guaranteed quality." Two reasons why Fritzsche Bros., of New York, say that you should specify their products when ordering essential oils.

JOLLY MAN (whose appetite is the envy of all his fellow boarders): "Well, I never! I've lost two buttons on my vest."

LADY of the House (who has been wanting to give him a hint): "You will most likely find them in the dining room, on the floor."—*Cleveland Plain Dealer.*

ADVERTISING requires but little space in your desk, the literature and specimens furnished by the George B. Fuller Co., 80 Exchange Ave., Rochester, N. Y., are always arranged and ready for use during the course of a year.

THE Dalby Company manufactures the favorably known "Dalbite" sectional one piece gasoline accessory [illegible] Branch" is of this country.

BELSHAZZAR saw the writing on the wall.

"It certainly means my wife will want it repapered," he interpreted.—*Judge.*

RIGID TESTS have demonstrated to manufacturing chemists that the use of the U. S. M. R. Co. brand of metallic bismuth saves considerable expense in the production of bismuth subnitrate and other bismuth salts.

This saving is effected because arsenic and other deleterious ingredients difficult to eliminate are not present in U. S. M. R. Co. brand bismuth. Its uniformity in purity and refinement is always guaranteed.

U. S. M. R. Co. brand bismuth is sold by the United States Metals Refining Company, 42 Broadway, New York.

MUGGINS: "I took Tottie Twinkletoes out to supper last night and ordered a bird. She ate the breast, the wings and the legs."

Buggins: "Gee! What did you get?"

Muggins: "I got the bill."—*Chicago Tribune.*

"NOTHING lost here but the squeal," declared the pork-packer. "Are you as economical in conducting your business?"

"Just about," answered the visitor. "I'm in the lumber business. We waste nothing but the bark."—*Milwaukee.*

When writing to advertisers please mention BULLETIN OF PHARMACY.

A Great Window Attraction!

Will make your store the most talked of place in your city.

THE MYSTERIOUS CLOCK

No clock works, no electricity, no magnets, no air control, no mercury.

READ THESE LETTERS:

CLAY'S PRESCRIPTION DRUG STORE

Butler, Mo., Dec. 15, 1914.

World Wide Advertising Co., Chicago, Ill.

Gentlemen: Accept my heartiest thanks for your letter and specific instructions, which with their aid the clock started right off, and altho the thermometer was below zero most of the time since it always had a good crowd in front of it.

I regard it as a most attractive window piece. Where can I get a supply of the little folders "What makes It Go?" The answer.

Wishing you the compliments of the season, I am,

Very respectfully,

FRANK T. CLAY.

H. ADRIAN L. FERGUSON
Druggist
Drugs, Sundries, Imported Cameras and Supplies
122 W. Main Street.

Ottawa, Mich., June 9th, 1914.

To Whom it May Concern: The World Wide Advertising Co. sold me one of these clocks a week ago and I put it in my window and it has been the talk of the city and community and has brought hundreds of people in our store asking what makes it go. It is the best advertising I have found yet. As people stop and look at the clock in the window, who never read a newspaper and never look over you have in the window, I would recommend one of the clocks to anyone who wants to advertise, as it is the cheapest and best advertising out.

Yours respectfully, (Signed) H. ADRIAN L. FERGUSON.

STAUBER DRUG COMPANY
Prescription Druggists. 1722 St. Joseph Ave.

St. Joseph, Mo., Nov. 21, 1914.

World Wide Advertising Co., 1330 Consumers Bldg., Chicago, Ill.

Gentlemen: Kindly send us a more liberal supply of the scientific explanations of this "scientific marvel" for such the wayfaring men and women vainly regard it.

As a window attraction it is right up to the scratch, and as an argument producer it is better than war or politics.

Yours truly, STAUBER DRUG CO.

IRON CITY PHARMACY

Pittsburg, S. C., July 15, 1915.

World Wide Advertising Co., Chicago, Ill.

Gentlemen: We received the "Mysterious Clock" in good condition and can talk about a crowd getter—well, it's the stuff.

There is always a crowd around the window—they don't stand—and will pass promenade in the store and ask about it. This is when you sell them something. Best in the world. Yours very truly, IRON CITY PHARMACY.

Needs no attention from week to week—Fully guaranteed. Will last a lifetime.

A Postal Card to Us Will Bring Full Particulars to You.

WORLD WIDE ADVERTISING CO., 1330 CONSUMERS BLDG. CHICAGO, ILL.

MAINE PHARMACISTS ELECT OFFICERS FOR 1915-16.—At the forty-eighth annual meeting of the Maine Pharmaceutical Association held at Rangeley, Maine, on June 15, 16, 17, the following officers were elected: D. T. Dougherty, Bath, president; F. W. Bucknam, Skowhegan, first vice-president; H. C. Buxton, Fort Fairfield, second vice-president; F. H. Neal, Fairfield, third vice-president; A. W. Meserve, Kennebunk, treasurer; Dr. M. L. Porter, Danforth, secretary.

The 1916 meeting of the association is to be held at Augusta from June 28 to 30.

MORE sales for you.

To promote the sale of Benger's Food you are supplied, free of charge, with literature, show-cards and advertising matter. Ask Benger's Food, Ltd., 92 William Street, New York.

Benger's Food is consistently advertised to the medical profession and has been prescribed by doctors for 35 years.

THE man went into Westminster Abbey and knelt in the aisle to pray.

Up ran a verger, who collared the kneeling man and proceeded to turn him over to the police.

The man objected, whereupon the verger replied:

"If I don't make an example of you, sir, we'll 'ave people prayin' all over th' church!"—*Cleveland Plain Dealer.*

"De teacher said dat a Roman once swam across de Tiber river three times."

"Well, what of it?"

"I asks her why he didn't make it four times and get back to de side where his clothes were!"—*Everybody's.*

ARE YOU MAKING ENOUGH MONEY?—Probably eight druggists out of ten fail to make their business yield them all it should in the way of net profits. Very often they have no idea at all what they are actually making, and they would be astonished beyond measure if they could get at the real facts.

A new book has just been written by the editor of the BULLETIN OF PHARMACY which every druggist ought to have. It is entitled "The Druggist and His Profits," and it gets right down to brass tacks and discusses this subject in the most practical manner.

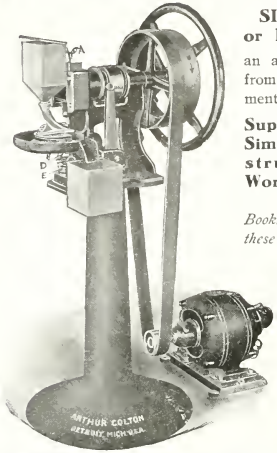
This volume is worth several hundred dollars a year to every live druggist. It will give him a thousand tips about the conduct of his business, and will help him to make better profits all along the line.

Send for a copy to-day—$1.00 post-paid. Order of E. G. Swift, P. O. Box 484, Detroit, Mich.

"SHE's such a quiet little person that I'm surprised to hear she's wearing a diaphonous skirt."

"Perhaps she believes in the old saying that litt' girls should be seen, but not heard."—*Tit-Bits.*

TABLET MACHINES



SINGLE PUNCH or ROTARY TYPE

an assortment to select from to suit your requirements. Our claims are

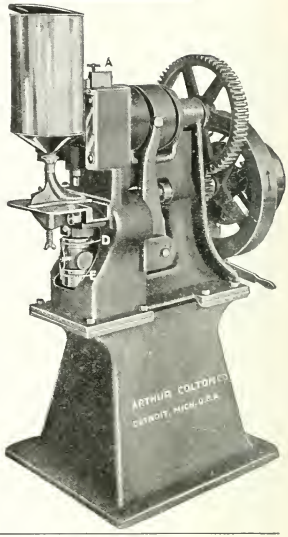
Superior Designs, Simplicity in Construction, Good Workmanship.

Booklet fully illustrating these sent on application.

ARTHUR COLTON CO.

Manufacturers of

Pharmaceutical Machinery and Laboratory Appliances



794 JEFFERSON AVE. • DETROIT, MICH., U. S. A.

"Now, then, Mr. Smith," began the legal one, "what did I understand you to say that your occupation is?"

"I am a piano finisher," answered the witness.

"Yes, I see," persisted the lawyer; "but you must be more definite; do you polish them or do you move them?"—*Washington Star.*

LITHOGRAPHED cans arouse interest, hold the attention of the consumer, promote sales and discourage substitution. They act as a selling factor, not as an additional expense.

Let the National Can Company, Detroit, Mich., tell you how lithographed cans will keep your product moving.

CALLER: "Your daughter is quite popular, isn't she?"

[illegible] Editor: "My boy, she's so popular that she has to use printed rejection slips in declining her [illegible]."—*Puck*

IN the manufacture of medicinal chemicals the New York Quinine and Chemical Works, of New York, double quality is one of paramount importance over and above every other consideration.

That is why many druggists specify "N. Y. Q." when ordering chemicals from jobbers.

A DOCTOR was summoned to a police station to examine an unconscious prisoner. The prisoner, very muddy and disheveled, lay on the floor of the cell. The physician bent over and examined him, and then, rising, said in a loud voice:

"This man's condition is not due to drink. He has been drugged."

A policeman turned pale, and said, in a timid hesitating voice:

"I'm afraid ye're right, sir; I drugged him all the way—a matter of a hundred yards or more."—*Pacific Drug Review.*

THE Whitall Tatum Company has worked out a novel and successful plan to popularize Whitall Tatum water bottles, particularly its Maroon "Special," among druggists' customers.

The druggist plays the chief rôle in this plan and benefits in proportion to his activities.

To find out the particulars of the plan ask any Whitall Tatum salesman or write to the company at its New York, Philadelphia, Boston, or San Francisco office.

"My wife is a wonderful vocalist. Why, I have known her to hold an audience for hours——"

"Get out!"

"After which she would lay it in the cradle and rock it to sleep."—*Houston Post.*

When answering advertisements please mention BULLETIN OF PHARMACY.

Capital Stock—Co-operative Fire Insurance for Druggists

"Old Line" insurance is the recognized standard of safety and satisfaction. The A. D. F. I. Co. is an old line company (not mutual), has a surplus to policyholders of over $300,000.00, and is licensed to do business in 31 States.

¶ We save you one dollar in every four. During 1914 we saved our policyholders $50,275.88.

ASK FOR OUR PROPOSITION ON YOUR STORE, AND FOR OUR 1914 REPORT

PRACTICAL DRUG STORE ADJUSTERS IN CASE OF LOSS.

The American Druggists' Fire Insurance Co.

1215-1216 Mercantile Library Bldg., CINCINNATI, OHIO.

THE MINISTER: "You must have been naughty, my little friend. As I came in I heard your mother say not to let her hear another word out of you."

Freddie: "It was dad she said that to, sir."—*Disston Crucible.*

BY taking advantage of the special offers made on the Pond Extract Company's "Vanishing Cream" you can clean up a profit of 75 per cent.

Particulars of the free deals netting this liberal profit are yours, if you write to Lamont, Corliss & Company, Dep't. S, 131 Hudson Street, New York.

ELLA: "What's all that glare coming from Green's house?"

Marie: "Oh, his wife's been away and Green wrote her that he had been spending his evenings quietly at home—reading. Now he's trying to catch up on the light meter!"—*Detroit Times.*

MORE than 4000 retail druggists sell Tampa-Cuba cigars. Every one is a stockholder in the Tampa-Cuba cigar factory, and buys standard cigars at a worth-while discount.

You can be a stockholder and own a Tampa-Cuba agency yourself.

For interesting information, just write to the Tampa-Cuba Cigar Co., Box 938, Tampa, Fla.

MRS. TIMKINS was taking her son to school for the first time, and after impressing the schoolmaster with the necessity of his having a thorough education, finished up by saying, "And be sure he learns Latin."

"But, my dear madam," said the schoolmaster, "Latin is a dead language."

"All right," said Mrs. Timkins, "he'll want it. He's going to be an undertaker."—*The Hibernian.*

HOLDER of all world's records for typewriter speed and accuracy—used by all world's champions and successful speed operators—holder of the Elliott Cresson Medal for superiority of mechanical construction.

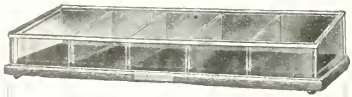
Just three of the reasons why the manufacturers of the Underwood typewriter say it is "The machine you will eventually buy."

"YOU'VE got to be pretty smooth to get to the top nowadays."

"Yep, and you usually get smooth on the top before you get there."—*Philadelphia Public Ledger.*

TEACHER: "A train leaves Squeedunk, traveling thirty miles an hour. It is followed, thirty minutes later, by a train traveling sixty miles an hour. At what point will the second train run into the first?"

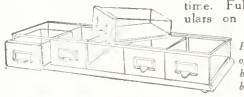
Boy: "At the hind end of the rear car, ma'am!"—*Woodworker's Record.*



Psychology and Tooth Brushes

IN tooth brush selling "psychology" has to do with the answering of the unexpressed questions as to whether your stock is kept in a sanitary manner or not. Your customers have read about germs so long that they are "gun shy," and are more particular about the way their tooth brushes are handled than the way their food is handled. If you handle them to suit your customers they buy—otherwise not.

IF your tooth brush sales are not what they should be apply "psychology," and watch results. Displayed in this *new* Yesbera case there can be no question about sanitary conditions. This is a beautiful plate glass case, of several compartments, as illustrated. The price is so low that a small increase in sales will pay for it in a short time. Full particulars on request.



Back view of new Yesbera tooth brush case.

YESBERA
TOLEDO

YESBERA soda tables with attached seats (made in both plain and display case top styles) have many advantages over ordinary tables and chairs. The best way to find out just what these advantages are is to send for our new booklet covering this class of store equipment. Also remember that we make a full line of metal furniture.

THE YESBERA MFG. CO.

Office 2288 Albion St.
TOLEDO, OHIO.

COUPON

THE YESBERA MFG. CO.,
2288 Albion St., Toledo, Ohio:

Kindly send us, without obligations, printed matter on the items checked.

- ☐ Aisle Tables
- ☐ Display Soda Tables
- ☐ Tooth Brush Cases
- ☐ Metal Furniture
- ☐ Show Cases

Name .....

Address .....

TAMPA druggists have returned from Atlantic Beach, near Jacksonville, where the annual convention was held recently, and where Tampa-made cigars formed a conspicuous part of the exhibits installed. M. M. Taylor, one of the most popular druggists in Tampa, was reelected to serve as president during the ensuing year. One of the most conspicuous exhibits at the convention was that of the Tampa-Cuba Co., whose stockholders are 4000 druggists in every State in the union. Clifford Berger, son of Manager Ernest Berger, was in charge of the exhibit.—*Tobacco.*

RIPANS TABULES in 5-cent packages cost 40 cents a dozen; in 25-cent packages, $2.00 a dozen; and in the 60-cent family size, $4.80 a dozen.

On gross quantities of the 5-cent size, or on $6.00 lots assorted, there is an extra discount of 5 per cent.

Your jobber can supply you.

THE new cork-and-metal cap is the sweetening in the Hydrogen Peroxide business, according to Cartoonist Skei, Fessenden, North Dakota.

FOR a limited time the H. E. Plunkett Co., 313 E. Foster Street, Melrose, Mass., with every order for one dozen ½-ounce jars of Sal-Xzema, retailing at 25 cents, will give ½ dozen jars free.

The 18 jars cost $1.75 and bring in $4.50—a liberal profit, surely.

Sal-Xzema is used in skin diseases—eczema, acne, tetter, salt rheum, barbers' itch, chaps, etc.

"No, I didn't come up to business yesterday," said the stout man in the corner of the carriage. "The last of my daughters was getting married, so I had to give her away."

"Really? Who was the happy man?" inquired a polite fellow-passenger.

"I was," said the parent, emphatically.—*Tit-Bits.*

"Does a woman, when she's married, expect her husband to tell her his business affairs?"

"I don't know; but a woman expects a man to talk business when he's courting her."—*Punch.*

A Window Display That Attracts.—The merchant who can get people to talk about his store, and at the same time bring them from all parts of his town to look at his window display has hit upon a very profitable method of advertising. This is what a large number of merchants throughout the country claim that the Mysterious Clock is doing for them and they pronounce it to be the greatest of all window attractions.

The clock is mounted on a 25-inch glass dial with the hands balanced on a small steel center pin. Attached to the end of the minute hand is a small compass about the size of a nickel, and across the face of the dial is painted the slogan, "What makes it go?" Nothing else is visible to the eye. It needs no attention from week to week, has no clock works, no electricity, no magnets, no air control, and no mercury. What makes it go? That is what they all ask.

Standing in front of the window you can easily see in front, behind and all around the clock and see there are no electric wires or springs to connect it with any concealed mechanism. It is of great assistance in selling goods from the windows and is fully guaranteed by the maker.

The World Wide Advertising Co., at 1330 Consumers Bldg., Chicago, Illinois, has received many letters of praise from a large number of merchants throughout the country who are using this clock as a window attraction. The clock is illustrated in an advertisement elsewhere in this issue. Turn to the announcement and then write the manufacturers for further information.

"Does your daughter play Mozart?" we asked, displaying unusual erudition.

"I believe so," she replied deprecatingly: "but I think she prefers auction."—*Argonaut.*

Harvey Iverson, formerly of Egeland, North Dakota, has moved recently to Dubuque, Iowa. Mr. Iverson made the trip from Egeland to Dubuque, a distance of 991 miles, in a five-passenger touring car without a mishap of any kind to the machine.

"I saw Tompkins in the parade to-day. Is he a member of the band now?"

"No; the regular cornetist is ill, and——"

"Ah, I see—merely substi-tooting, eh?"—*Providence Journal.*

"My wife never wastes anything."

"No?"

"No. If it's edible, it goes into the hash, and if it isn't, it will do to trim a hat."—*Judge.*

Do You Do This?

DO you get a fresh, clean, perfectly gummed label every time—

Or, do you search through several drawers for the right one and then find it stuck to a bunch of others on account of *gumming that won't stand the climate?*

Thousands of druggists in all climates, even the humid tropics, use McCourt Cabinet and

McCourt Gummed Labels in Roll Form

"*.....used to have lots of trouble with labels sticking in this climate.....absolutely no such difficulty with McCourt Labels.*" So writes Norton Pharmacy, Ltd., the Rexall Store of Norton, Va.

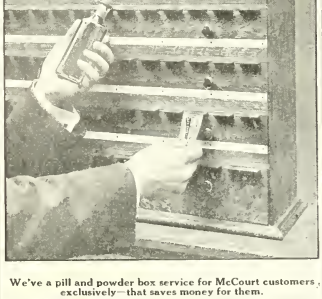
Now, Mr. Druggist, whether you're just starting business or whether you are an old-timer—if you are having or anticipate label troubles ask for our books on labels and McCourt Cabinets.

Send us your card or firm name and 15c to cover postage and handling—we'll print 500 labels for you free and send them in a neat cardboard case for convenient use. They'll prove our assertions.

Write now, before you forget

McCourt Label Cabinet Co.

47 Bennet Street, Bradford, Pa.



We've a pill and powder box service for McCourt customers, exclusively—that saves money for them.

Art

Every competent art critic concedes that the Panama Pacific International Exposition at San Francisco has

Greatest Art Exhibits
Most Artistic Buildings
Most Beautiful Location

of any World's Fair yet held.

Read about Art at the P. P. I. E. in

The Stirring Rod

a magazine published by the Retail Druggists' Association of San Francisco. Exposition City druggists have established headquarters for visiting druggists in the Claus Spreckles Building, at 3rd and Market Sts.—right in the heart of the business section—and the association's magazine will keep you posted on all that is being done to give you a royal Western welcome to San Francisco and the P. P. I. E.

The STIRRING ROD sent prepaid to any address in the United States for six months for 50 cents, and also special Exposition numbers of SUNSET MAGAZINE free of charge. The Retail Druggists' Association has the names of all subscribers placed on the mail list of the San Francisco Chamber of Commerce and the San Francisco Tourists' Association. These associations are issuing a number of beautifully illustrated booklets about San Francisco, California, and the Exposition.

Send the 50 cents in stamps to the Retail Druggists' Association, 256 Second Street, San Francisco, California.

Sorrows of the Rural Editor.—Consider the editor. He weareth purple and fine linen. His abode is amongst the mansions of the rich.

Lo! All the people breaketh their necks to hand him money. A child is born unto the wife of a merchant in the bazar. The physician getteth 10 golden plunks. The editor writeth a stick and a half and telleth the multitude that the child tippeth the beam at nine pounds. Yet, he lieth even as a centurion. And the proud father giveth him a cigar..

Behold, the young one groweth up and graduateth And the editor putteth into his paper a swell notice. Yea, a peach of a notice. He telleth of the wisdom of the young woman, and of her exceeding comeliness. Like unto the roses of Sharon is she and her gown played up to beat the band. And the dressmaker getteth two score and four iron men. And the editor getteth a note of thanks from the S. G. G.

The daughter goeth a journey. And the editor throweth himself on the story of the farewell party. It runneth a column solid. And the fair one remembers him from afar with a picture postal card that costeth a sixth part of a jitney.

Behold, she returneth and the youth of the city fall down and worship. She picketh one, and lo, she picketh a lemon. But the editor calleth him one of our most promising young men and getteth away with it. And they send unto him a bid to the wedding feast, and behold, the bids are fashioned by Muntgummery and Hawbuck, in a far city. Flowery and long is the wedding notice which the editor printeth. The minister getteth ten bones. The groom standeth the editor off for a 12-month subscription.

All flesh is grass, and in time the wife is gathered into the silo. The minister getteth his bit. The editor printeth a death notice, two columns of obituary, three lodge notices, a cubit of poetry and a card of thanks. And he forgetteth to read proof on the head, and the darned thing cometh out "Gone to Her Last Roasting Place."

And all that are akin to the deceased jumpeth on the editor with exceeding great jumps. And they pulleth out their ads and cancelleth their subscriptions and they swing the hammer unto the third and fourth generations.

Canst thou beat it?—*Pittsburgh Druggist.*

Are you in the market for any of these?

Leak-proof plug sprinklers, collapsible tubes, metal syringes, suppository moulds, hand pill machines, or tin spouts for bug poisons.

If you are, A. H. Wirz, of Chester, Pa., will furnish you with a catalogue, send samples, or quote prices.

Workman: "Wife, brother Jim had a call from the army surgeon this morning. When the latter asked him how he was feeling, he said he still had a stitch in the side."

His wife: "Well, what did the surgeon say?"

Workman: "Oh, he said it was all right—that it showed the bones were knitting!" —*Tit Bits.*

THE DRUGGIST AND THE TAX.

Three years he went to pharmic school
To become a Ph.G.;
And many times did "Tax" appear
Ere he got his degree.

For ten long years, both night and day,
He clerked, and starved, and saved,
To lay up coin enough to buy
The store his heart had craved.

But still the "Tax" pursued poor Sam
And hit him twenty-five
For selling anti-temperance stuff
To keep T. B.'s alive.

And when the scrap across the sea
Knocked duties all to—smithereens,
Poor Sam was asked his part to pay,
To keep his namesake well.

Then as the squalls of "ope" and "coke"
Beat hard against the shore,
The Moral Leagues prayed loud and long.
Sam paid the "Tax" once more.

* * * * * * *

So Sammy sold his heart's desire,
And bought a hardware store.
"No kind of Tacks is handled here,"
The sign read on the door.

—NORMAN I. SCHILLER.

LITTLE THINGS THAT GET CUSTOMERS.—There came to us recently a small folder gotten out by the Armstrong Cork Company of Pittsburgh, Pa., manufacturers of the famous Circle A and Circle B prescription corks, from which the following extract was taken:

"Have you ever thought what an important part corks play in your success as a druggist? It is such little details that people notice when they look for evidence to inspire them with confidence in the things they must take your word for. Not only is a poor cork liable to provoke them when it breaks, but it will be taken as evidence that the prescription was carelessly prepared.

"As an up-to-date druggist you spend a great deal of time and energy in an effort to keep your stock fresh, clean and in good condition. In your laboratory you take care to see that the ingredients of a prescription are measured accurately. Can you afford to let a poor or soiled cork give your customers a contrary impression."

Corkwood being full of flaws, inferior corks will not stand the strain of repeated removal and replacement. The minute a cork breaks, unfavorable attention is directed to that part of your service.

And, after all, the success of any business depends on the service given to its customers. It is necessary to make your store and service such that customers will prefer both to your competitor's. It means keeping one step ahead of him; and keeping one step ahead means attention to the smaller details, whether they be neatly-wrapped packages, more punctual delivery, or Circle A Corks.

A SUNDAY-SCHOOL TEACHER had been telling her class of little boys about crowns of glory and heavenly rewards for good people.

"Now, tell me," she said, at the close of the lesson, "who will get the biggest crown?"

There was silence for a minute or two, then a bright little chap piped out:

"Him wot's got t' biggest 'ead."—*Tit-Bits.*

Nearly Every

DRUGGIST

has

LOST

A large portion of his Olive Oil trade.

This is to show him how to get it back, if he is the lucky one to secure the agency in his locality for

McIlvaine's Finest Cream Lucca Olive Oil

For thirty-five years we have been importing from the famous Lucca district the highest grade Olive Oil that comes to this market. It is imported in glass and tin *only*.

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL is well known and appreciated by connoisseurs.

We want to extend its sale. We have an interesting *exclusive agency* proposition backed by high-class advertising.

For particulars, fill out coupon below, attach to your letter-head and mail to us.

McILVAINE BROTHERS

Drug Importers and Millers

1500 Hamilton St., PHILADELPHIA

Please send particulars about the agency for

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL.

NAME

STREET

CITY STATE

B3

Combined Ledger-
DUPLICATING
Statement System

A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company
DETROIT - MICHIGAN
ESTABLISHED 1842

"I'm mad at my wife. To anger her, I shall flirt with some other woman."

"If you want to make her absolutely furious, ask some other woman to sew on a button for you."—*Kansas City Journal.*

INCREASE YOUR SEPTEMBER SALES.—For the last four years the Conklin Pen Mfg. Co., of Toledo, Ohio, has been devising methods to help its customers sell more goods. From the experience thus gained the company has selected for this fall four of the best helps and offers them absolutely free of charge to druggists. A reproduction of one of these helps, a handsome cut-out sign, the original of which is in colors, is shown on this page.

These business-getting ideas are not experiments—

they have been tried and tested, and the Conklin people say they will actually win sales. Each idea is described and illustrated in a printed folder which is just off the press. Any druggist may obtain a copy of this folder without obligating himself in any way, by dropping a postal to the Conklin Pen Mfg. Co., Toledo, Ohio.

SHE: "That quarrelsome Mrs. Jones is crazy!"

HE: "No wonder. She was always giving somebody a piece of her mind."—*Detroit News.*

"PERKINS will never make a good golf player," remarked the first golf bug.

"No," replied the second golf bug, "he neglects his game to attend to business."—*Cincinnati Enquirer.*

"Did you enjoy the dance?" asked Kate.

"Oh, fairly," answered Tom.

"Some of the girls told me they didn't enjoy the dance one bit."

"Well, said Tom, "I couldn't dance with them all."—*The Tatler.*

With the advent of autumn Nature is at her best. To thousands of camera enthusiasts there is no time like the fall for picture taking.

By installing a photographic department now, you can take advantage of the demand for cameras and supplies thus created and secure much additional business from the snapshotters of autumn scenery.

Initial Plan "R" of the Defender Photo Supply Co., Argo Park, Rochester, N. Y., is a method by which any druggist can put in an initial stock of cameras, Defender photo supplies, Vulcan films and Argo paper without the bother and uncertainty of selecting such a stock item by item. It is a very convenient and economical assortment plan.

The Defender Company coöperates with dealers and furnishes a liberal supply of excellent advertising matter, including booklets, mounted prints, framed enlargements, slides, electric flash signs, etc.

To find out the possibilities that a camera department holds out for you, clip and mail the coupon attached to the ad of the Defender Company, which appears on another page of this issue.

She: "Have you ever been wounded in an engagement?"

He: "Oh, yes; when my fiancé broke off our last one I was fearfully cut up."—*London Mail.*

If you want to know how to get better labels at a saving of 25 to 40 per cent, if you want to know how to keep all your labels always within easy reach, write to the McCourt Label Cabinet Co., 47 Bennet Street, Bradford, Pa.

You will receive by return mail two books telling all about the label system now used by nearly 11,000 druggists.

The McCourt Label system includes a highly specialized cabinet (different sizes for different requirements) keeping all the various labels separated and classified. To get any label, you simply reach up to marked place in the cabinet, pull out the label—and it's cut off clean and true.

For 15 cents in stamps (to cover postage and handling) accompanied by your business card or shop label, the company will send you 500 shop labels in roll form—printed in two colors with your name, etc. The labels will be perforated and enclosed in a cardboard case.

To-day is the time to send.

"Where does all the snuff go that comes into this country?"

"No one nose!"—*London Mail.*

SOFT GELATIN CAPSULES

CAN BE BOUGHT CHEAPER FROM US THAN ANY OTHER FIRM

BECAUSE

We distill most of our oils.
We sell at Cash Prices.
No advance since the war started, although ingredients have advanced.

For Instance—	Express Prepaid.
1000 No. 1¼'s Apiol Comp.	$ 6 75
1000 No. 1½'s Apiol and Ergotin	8 25
1000 No. 36's Methylene Blue	6 00
1000 No. 42's Salol Compound	7 50
1000 No. 43's Salol and Santal	12 00
1000 No. 45's Santalwood E. I. 10 min	12 00
1 gross Ricinol-Grape (6 capsules to a box) (You make 100%)	7 20
1 dozen Olive Oil Grape (24 capsules to box) (These two Nationally advertised)	2 00
Ricinol-Grape Tapeworm Remedy advertised in the twelve leading Medical Journals. Every druggist should order one box at least.	
Malefern, Kamala and Ricinol-Grape, 9 light and 9 dark—in all 18 capsules	60c net

Less 5% for payment within 5 days after you receive the products and are satisfied that they are as fine as we claim them to be.

Or 10% discount if check accompanies the order.

Write for full price-list. We will also cheerfully furnish "cash price" quotations on all special formula work in the line of Soft Capsules, Bougies, Suppositories, and Gelatin Tubes; the latter is made exclusively by us.

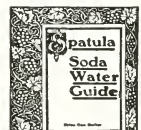
GRAPE CAPSULE COMPANY

108 FULTON STREET, NEW YORK

For prompt service correspond direct with Laboratory at Allentown, Pa.

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.



THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

WIFE (after the fire): "Oh, Jonathan! Everything we own is lost!"

Optimist: "It might be worse, my dear. Some idiot might have saved the cuckoo clock aunt Jane gave us." —*Life.*

HOHNER AT THE EXPOSITION.—M. Hohner, 114 East 16th Street, New York City, the world-famous harmonica and accordeon manufacturer, was advised recently that the Hohner exhibit at the Panama-Pacific International Exposition had been awarded the medal of honor. This is the highest award given any exhibitor in this division, and is an impressive tribute to Hohner manufacturing excellence and to the quality of the instruments produced by this internationally successful house.

The House of Hohner is well deserving of this highest award as its products have received similar recognition in many previous world fairs and expositions held in this country and Europe. Among the expositions at which Hohner harmonicas and accordeons received the highest awards were the following: Ulm, 1871; Vienna, 1873; Philadelphia, 1876; Stuttgart, 1881; Brussels, 1888; Chicago, 1893; Paris, 1900; St. Louis, 1904; Cape Town, 1905; Villigen, 1907; and numerous other fairs of minor importance.

The Hohner exhibit at the Panama-Pacific Exposition has attracted great attention because of its inviting atmosphere and attractive display. In preparing this exhibit, Wm. J. Haussler, advertising manager of the concern, left no stone unturned to make it thoroughly representative of the prestige of the House of Hohner in its special field. The accompanying illustration of the exhibit indicates convincingly the success achieved by Mr. Haussler and his associates.

The exhibit in its entirety consists of 65 accordeons and blow-accordeons; 200 harmonicas, each of a different style; 13 different Hohner assortment cut-outs, revolving displays, etc. The exhibit is in charge of Chas. B. Hohmann, a traveling representative for the concern.

The harmonicas represented in the exhibit range in

price from 25 cents to $5.00 each. Some are constructed with gold-plated covers, and many of the models displayed have won world-wide favor. In variety and quality, this comprehensive harmonica display furnishes a clear idea of the activities and progress of M. Hohner in this industry.

The accordeon display is a most attractive one, embracing in the 65 instruments exhibited, practically every known model of accordeon on the market. As there are a number of accordeon exhibits at the exposition, M. Hohner has just cause to feel honored by the bestowal of the medal of honor on his entire exhibit.

A feature of the exhibit, of special interest to dealers, is the various cut-outs, revolving displays, etc., which are prominently displayed in the booth. The "Hohner Boy," one of the most successful assortment cut-outs ever introduced, is presented to advantage, while other helpful publicity ideas, perfected by the House of Hohner, are well displayed.

ANNUAL CONVENTION OF THE NORTH CAROLINA PHARMACEUTICAL ASSOCIATION.—Thirty-six new members were taken into the North Carolina Association at the thirty-sixth annual meeting which convened at Durham on June 15. A larger number of delegates than usual were present at the meeting, and affairs of considerable importance to the members were discussed. The association went on record as favoring the Stevens Bill, and readopted a resolution to the effect that every member was to do his utmost to secure the passage of the measure.

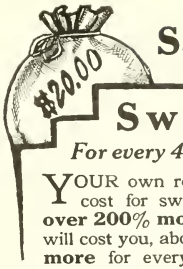
Election of officers resulted in the choice of the following men to direct the affairs of the organization for the ensuing year: E. L. Tarkenton, Wilson, president; E. G. Birdsong, Raleigh, first vice-president; G. A. Matton, High Point, second vice-president; S. E. Welfare, Winston-Salem, third vice-president; J. G. Beard, Chapel Hill, secretary; C. E. Burwell, Charlotte, treasurer. C. F. Greyer, Morgantown, was elected as a member of the board of pharmacy; and C. J. O'H. Horne, L. L. Haywood, P. A. Lee, Jesse Carter and J. G. Beard were chosen to constitute the executive committee.

The next meeting of the association will be held at Wrightsville, North Carolina, from June 20 to 22, 1916.

WITHOUT incurring any expense or placing yourself under any obligations, you can become acquainted with a most economical, space-saving, business-pulling advertising and cut service. All that is required is to fill out and mail, in combination with your letterhead, the coupon attached to the advertisement of the M. P. Gould Company, 120 West 32nd Street, New York City, which appears elsewhere in this issue.

Printed and illustrated ideas for booklets, circulars, folders, handbills, blotters, post-cards, wrappers, counter slips, window cards, and newspaper advertisements together with hundreds of indestructible solid metal cuts for all purposes are some of the features of the new Gould Service.

It will pay you to start the coupon on its way immediately.



Saved on YOUR Sweeping

For every 40x60 foot space

YOUR own records will show a cost for sweeping materials of **over 200% more** than our service will cost you, about $20.00 per year **more** for every 2400 square feet.

If you use floor compound, or if you use floor oil, our service costs you but one-third as much.

An absolutely guaranteed DUSTLESS, SELF-MOISTENING SWEEPER.

Sweeps your floor as though wiped with a cloth

Used in Government Buildings here and abroad; by Swift Pkg. Co., General Electric Co., Carnegie Steel Co., Remington Arms Co., Eastman Kodak Co., and thousands of others.

Thirty days' free trial, express prepaid

ASK FOR SPECIAL OFFER "A"

MILWAUKEE SANITARY METHODS COMPANY
122 SYCAMORE STREET MILWAUKEE, WISCONSIN

ROBERTSON'S FRUIT TABLET

5 LBS.

flavors seldom found except in the original fruit.

Made in 25 different flavors.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

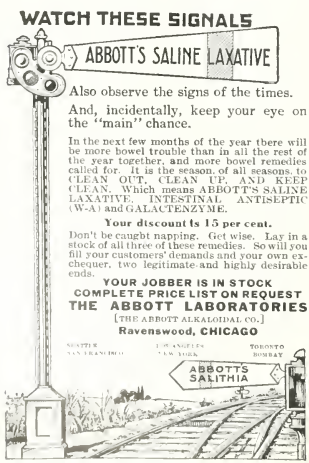
ROBERTSON'S fruit tablets keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

If not at your jobbers, write us direct.

Robertson Candy Co.

Robertson-Bradshaw Co.

NEW YORK CITY.


WATCH THESE SIGNALS
ABBOTT'S SALINE LAXATIVE
Also observe the signs of the times.
And, incidentally, keep your eye on the "main" chance.
In the next few months of the year there will be more bowel trouble than in all the rest of the year together, and more bowel remedies called for. It is the season of all seasons to CLEAN OUT, CLEAN UP, AND KEEP CLEAN. Which means ABBOTT'S SALINE LAXATIVE, INTESTINAL ANTISEPTIC (W-A) and GALACTENZYME.
Your discount is 15 per cent.
Don't be caught napping. Get wise. Lay in a stock of all three of these remedies. So will you fill your customers' demands and your own exchequer, two legitimate and highly desirable ends.
YOUR JOBBER IS IN STOCK
COMPLETE PRICE LIST ON REQUEST
THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO
SEATTLE SAN FRANCISCO LOS ANGELES NEW YORK TORONTO BOMBAY
ABBOTT'S SALITHIA

"As NEARLY as I can make out," said the supercilious person, "you are what they call a literary hack."

"No," replied Mr. Penwiggle, wearily; "I'm not even a hack. I'm a jitney."—*Washington Star.*

"You didn't award any damages worth mentioning in that breach of promise suit."

"No," exclaimed the foreman of the jury. "We decided that the plaintiff was lucky to get rid of a man who would write the fool letters her lawyer read to us."—*Washington Star.*

CONVENTION OF CONKLIN SALESMEN.—From July 14 to 17, the Conklin Pen Mfg. Co., of Toledo, held a convention of all its salesmen who represent the company in the territory east of the Mississippi River. In addition to the sales force and executives of the company, several speakers of note in the business world were also present.

The meeting was in charge of C. C. Cobb, secretary and sales manager of the company. Among the speakers were H. S. McCormack, sales and efficiency expert of the Business Bourse, Inc., New York; A. W. Thompson of the N. W. Ayer & Son advertising agency, Philadelphia, Pa.; and Carroll H. Dunning, window display expert of the Displays Company, New York.

The Conklin Self-filling Fountain Pen is the original and most widely known self-filler manufactured. The sales of the company for the first half of 1915 were fully up to the estimates made at the beginning of the year, and this meeting was held particularly to discuss and outline sales and advertising plans to cope with the increased business that the company feels is sure to come with the return of prosperity and the outlook for enormous crops this fall.

Mr. Cobb in discussing the convention said: "With the steel mills working almost to maximum capacity and the optimistic view that the war may not continue much longer, and that when it ends this country will see the grandest opportunity for the expansion of trade that it has ever seen, business cannot help but boom."

MRS. FITZWELL (socially inclined): "My dear, I have picked out a husband for you."

Her Daughter: "Very well, but I tell you emphatically that when it comes to buying the wedding dress, I'll select the material myself."—*Brooklyn Eagle.*

You don't take a chance on quality when you specify "Merck's" on orders for chemicals.

"Merck" quality is assured.

"So THERE is a deaf and dumb ward? How do you call the inmates to dinner? I suppose you don't ring a bell?"

"No. We have a man who walks through the halls wringing his hands."—*St. Louis Times.*

"My man, where did you become such an expert swimmer?"

"Why, lady," responded our hero, modestly, "I used to be a traffic cop in Venice."—*Buffalo Express.*

Doctor: "You must be careful, man. The influenza is not so very dangerous, but may have extremely unpleasant consequences."

Patient: "I noticed that when I got your bill the other day."—*Good Health.*

A very important decision has been won by H. Planten & Son of Brooklyn, N. Y., in their case against James W. Gedney of New York, for infringement of the trade marks on Planten's "C & C" or Black Capsules.

The United States Circuit Court of Appeals of the second circuit has reversed the decision of the lower court and has sustained the rights of H. Planten & Son to the exclusive use of the trade marks "C & C" and "Planten's C & C or Black Capsules."

The court holds that the words "Gedney's C & C (Black) Capsules," as used on goods manufactured by James W. Gedney, is a colorable imitation of "Planten's C & C or Black Capsules" and fully establishes the right of H. Planten & Son to the use of the letters "C & C" alone, or in connection with the makers' name, on filled capsules.

The decision of the United Circuit Court of Appeals, which is the highest court, says, "The trade marks thus registered are valid, they have been infringed and complainant is entitled to the relief accorded to him by Section 16 of the Trade Mark Law of 1905."

She: "Now that you have listened to some of my music, what next would you like to have me play?"

He: "Whist or poker!"—*Boston Post.*

Nurse: "Say, doctor, you have forgotten the chart."

Doctor: "Chart be hanged! I'm going by dead reckoning!"—*Life.*

Highland Park College Notes.—A series of lectures was given recently to the pharmacy students of this institution by O. V. R. Smith, of Chicago, on the following subjects: Drug Standardization, Biological Progress, Antitoxins and Smallpox Vaccination. The illustrated lectures on antitoxins and smallpox vaccination were attended, in addition to the students present, by a large number of Des Moines druggists. Mr. Smith for many years was an instructor in Highland Park College of Pharmacy, and is now connected with Parke, Davis & Company's department of experimental medicine.

The Collector: "I bought two Whistlers to-day."

The Lady: "Ah! A male and a female, I presume."—*Judge.*

Flower City Oval

YOU

want good bottles.

Why not be sure of getting them by placing your order with a first-class factory?

Send for Price List or Samples.

We use small size cases.

Order NOW.

F. E. REED GLASS CO.,

Rochester, N. Y.

OUR NEW

Plug Sprinkler

Is Absolutely LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purpnses for which tubes are used.

METAL SYRINGES,

SUPPOSITORY MOULDS,

Over 200 Shapes and Sizes.

HAND PILL MACHINES.

TIN SPOUTS

For Bug Potson.

ASK FOR SAMPLES PRICES CATALOGUE

A. H. WIRZ,

CHESTER, PA.

FLASH

SPECIAL OFFER

Every druggist should handle FLASH, the antiseptic house and hand cleaner. It is the best selling quick cleanser on the market and is in constant demand by motorists, engineers, mechanics, printers, painters, surgeons, housewives, et al.

With a case of 36 ten-cent cans, costing you $2.50, we will include six window and counter easels, a window transparency, one large and one medium size sign, and twenty trial size cans of FLASH.

Send your order to-day and take advantage of this special offer.

FLASH CHEMICAL CO.
Kendall Square,
Cambridge A
BOSTON, - MASS.

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

SHE: Where have you been?
HE: In the hospital getting censored.
SHE: Censored?
HE: Yes, I have had several important parts cut out.
—*London Mail.*

"YOU'RE a fraud, sir!" cried the indignant patient. "You guaranteed your medicine to cure after everything else failed and—"

"Well, my dear sir," replied the fake medicine man, "probably you have not tried everything else."—*Philadelphia Press.*

CUTTING SWEEPING COSTS.—The question of what is the best method to employ for sweeping store floors is one which has caused druggists more worry than is generally supposed.

Every up-to-date storekeeper wants to keep his floors clean, but in doing so he doesn't want to stir up dust to settle on his stock, his fixtures, or his customers. Neither can he afford the extravagant use of expensive sweeping compounds and floor dressings.

One of the most satisfactory methods for effective and economical dustless sweeping is provided by the Milwaukee Dustless Brush. The back of this brush is fitted with a reservoir for kerosene. The kerosene filters down through a row of special absorbent tufts, comes into direct contact with the floor and thus "lays" the dust. Tufts of good bristles placed in rows "fore and aft" of the absorbent tufts, do the sweeping.

The brush requires but little kerosene. The manufacturers state that fifty cents worth of kerosene and a $4.50 Milwaukee Dustless Brush will last from two to three years in the average single store. This is less than the cost of ordinary brooms.

Write to the Milwaukee Sanitary Methods Co., 122 Sycamore Street, Milwaukee, Wis., and ask for the special offer "A" which the company is ready to make to BULLETIN readers.

BLOBBS: "Why did you name your baby Reginald Claude?"

LOBBS: "I want him to grow up a champion prize fighter. Reginald Claude will start a dozen fights every time he tells his name in a new school."—*Detroit Times.*

"IT'S a wonder to me the secret service don't get after some of these hotel keepers," said Tom.

"Why?" asked his friend.

"For giving the traveling men bad quarters in exchange for good money."—*Dry Goods Optimist.*

"THERE ought to be only one head to any family," shouted an orator.

"That's true," replied a married-looking man in the audience.

"You agree with me?" shouted the speaker.

"I do," replied the married-looking man. "I've just paid for hats for nine daughters."—*Clothes Topics.*

BUSINESS FATHER: I received quite a number of sealed proposals at the office.

Eager Daughter: Were any of them addressed to me, pa?—*Baltimore American.*

SHIP'S OFFICER: Oh, there goes eight bells; excuse me, it's my watch below.

Old Lady: Gracious! Fancy your watch striking as loud as that!—*Sailor's Magazine.*

CONCERNING CLINICALS.—Any man who has ever tried to buy or to sell anything can appreciate the feeling of security and confidence which comes from a thorough knowledge of the subject in hand. Of all awkward predicaments there are but few more embarrassing than to find one's self ignorant of, or unable to judge intelligently, the quality and value of an article bought or sold.

The proverbial horse trader is not the only one who makes a prosperous living from the gullibility of the uninformed. Any druggist can testify that there are hundreds of sleek salesmen roaming over the country selling "lemons."

Some of these sell clinical thermometers and to hear them talk you would think that all thermometers are alike and that reliable concerns who naturally want higher prices for guaranteed goods are merely trying to "hold you up."

Do you know how to accurately judge the value of a clinical? Can you tell if a thermometer is worth the price asked by the salesman? Can you intelligently point out the superior qualities of a clinical to a physician or layman purchaser?

Clinical thermometers are an important drug store line and it will pay any druggist to know all about them. Write to Becton, Dickinson & Company, Rutherford, N. J., for a copy of the little booklet entitled, "Concerning Clinicals." Although it is very short and requires but a few minutes to read, its perusal will enable you to know a great deal about how to judge clinical thermometers.

THE prisoner threw the magazines across his cell in disgust, and cursed eloquently.

"Nothin' but continued stories," he growled, "an' I'm to be hung next Tuesday."—*Chicago Herald.*

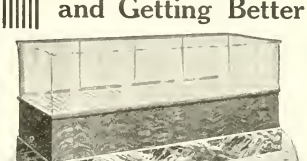
"So you think Katherine made a very suitable match."

"Yes, indeed; you know what a nervous, excitable girl she was. Well, she married a composer."—*Boston Transcript.*

"WHAT was all dem gwines-on at yo' residence yiste'd'yevenin', Brudder Mooch? Sounded like a fight uh-twixt a camp meetin' and a catamount!"

"Dat? Aw, shucks, sah! Dat was only de gen'lemen fum de furniture 'stallment sto', c'lectin' his easy payments."—*Judge.*

Business is Good—and Getting Better



Multiply your turnovers and increase your profits by putting in one or more of the famous

Quincy Special Show Cases

The case here shown is built to meet your requirements. It's but one of our great showcase family. We make them in all styles and at all prices, for every merchandising need.

Catalogue No. 22 is a book for retail merchants. A copy will be mailed you free, if you will let us know you want it.

QUINCY SHOW CASE WORKS

QUINCY ILLINOIS

PITTSBURGH, PA.: 949 Penn. Ave. JACKSONVILLE, FLA.: 116-118 E. Forsyth St.

WICHITA, KANS.: 301 Beacon Building. OKLAHOMA CITY, OKLA.: 208 N. Robinson Ave.

DALLAS, TEXAS: 406-408 S. Lamar St.

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

The Brenard Trade Extension Campaign will increase your business from 20 to 50 per cent—it will get you a lot of ready cash quick—it will reduce your stock, getting full retail price for your odds and ends—and do it right now.

Increases His Business 50 Per Cent

M. H. Brand writes:—"We increased our business over 50 per cent, and on the closing days of our campaign our cash sales were more than twice as great as two weeks of regular business."

$1,422.28 Cash Receipts In One Day

W. H. Spillers writes:—"We closed with your plan in great shape. Last day's cash receipts $1,422.28."

It is a sales-making, trade-increasing plan that will get you more business than trading stamps, premium china, etc., and do it for less money.

Write to-day for a full and complete explanation of just how the plan works.

Remember it costs you nothing to investigate it first. Write to-day to

BRENARD MFG. CO.
IOWA CITY IOWA

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

MADGE: "My favorite authors are Browning and Henry James. I read them over and over again."

Marjorie: "You have to."—*Life.*

DRUGGISTS SHOW APPRECIATION.—On July 8 the 24 druggists making up the Baltimore Laboratory Week party to Detroit entertained at the Hotel Rennert, Baltimore, the Parke, Davis & Company representatives who had personally conducted the party. A seven-course banquet was served, a private orchestra discoursing music for several hours.

J. J. McGinity, who acted as chairman, in a very fitting speech presented to the Baltimore Management engrossed resolutions, as follows:

To Parke, Davis & Company,
Detroit, Michigan.

DEAR SIRS AND FRIENDS:

The delegation of Baltimore druggists who had the privilege recently of visiting your plant and the great and progressive city of Detroit, take this means of conveying to you an enduring expression of their profound pleasure at the hospitable reception accorded them on that occasion. From the very hour of their departure from Baltimore until the return, the trip was one continuous round of pleasure, good fellowship, and profit. All were deeply impressed with the completeness, efficiency, and thorough organization of your great plant and administrative system, which recognizes and maintains that element of personal friendship so essential to the permanency of eminently agreeable and proper business relations.

They realize that a signal honor has been conferred upon them in the opportunity of meeting and mingling with the members of your firm and representatives of the Home Office, and were highly complimented by the attentions of Messrs. Frederick P. Wohnlich and Walter A. Ross, your Baltimore representatives, who accompanied them.

With assurances of their best wishes for the attainment of that success which your enterprise and efficiency so richly merit, and with abiding thoughts of the pleasure entertained by them of the trip, they hereby attest their esteem and friendship.

E. E. ADAMS.	WM. G. LAUER.
P. F. BRENNER.	R. M. LYON.
JOHN J. CARROLL.	J. V. McDIVITT.
L. G. EBERHARDT.	JOHN J. McGINITY.
JOHN A. GERLACH.	JNO. B. DIXON.
DOUGLAS GLOVER.	WM. A. OTTO.
GEORGE P. GRAU.	F. C. PURDUM.
CHAS. N. J. GWINN.	GEO. H. SCHONE.
ANDREW HECK.	J. SHULMAN.
J. HARTLEY JOHNSON.	J. J. TOULA.
WEBSTER B. JONES.	HARRY F. VOGEL.
R. T. KELLY.	WALTER W. VOGEL.

BRIDEGROOM (on railway train): "What makes you think I don't love you any more?"

Bride (pouting): "When we passed through the tunnel, you never kissed me."—*Judge.*

BELL: "Don't you think that the girls of to-day have a higher sense of modesty than those of fifty years ago?"

STELL: "Certainly. Where fifty years ago it was considered immodest to show your ankles, now it is your knees.—*Puck.*

"WE were fishing one time on the Grand Banks for —er—for—"

"Whales," somebody suggested.

"No," said the justice, "we were baiting with whales."—*Argonaut.*

MORE LIGHT FOR THE SAME COST.—Proper lighting is one of the most important considerations in the successful operation of a modern drug store. It is an established fact that well-lighted stores draw the crowds and get the business.

Druggists, more than any other retailers, should give special attention to store lighting, because their establishments are open longer after dark. The success of the soda fountain and the cigar and candy departments depends upon making the store attractive, and it is certain that a well-lighted store extends a tempting invitation and a cheerful welcome to the passer-by.

The Edison Lamp Works of the General Electric Company, Harrison, N. J., is producing a new type of Mazda incandescent lamp which is far superior to the present well-known Mazda, which, in itself, is a marvel of brilliancy.

The new lamp is called the Edison Mazda C. Its bulb, instead of enclosing a vacuum, is filled with gas, and the lamp is so powerful that the largest size will produce 2000 candle power! The lamps can be secured in different sizes down to 100 watts, thereby affording a wide range for the selection of proper store lights.

The Edison Mazda C gives twenty-five per cent more light than the Mazda B of similar size, and the cost of current for both types is exactly the same.

Every up-to-date druggist will be interested in increasing his lighting without extra cost. Read the very important announcement of the Edison Lamp Works elsewhere in this issue and then write for full information about the new and wonderful Edison Mazda C.

FRED: My dear Dora, let this thought console you for your lover's death. Remember that other and better men than he have gone the same way.

Bereaved One: They haven't all gone, have they? —*Detroit Times.*

JEWELER (to new boy): "Did you sell anything while I was out, Johnny?"

New Boy: "Yes, sir. I sold six plain gold rings."

Jeweler (very much pleased): "Good, my boy. We'll make a first-class jeweler of you one of these days. You got the regular price, of course?"

New Boy: "Oh, yes, sir. The price was marked on the inside 18c., an' the gentleman took all there was left, sir."—*Retail Grocers' Advocate.*

Side Stepping Competition

There are more than 4000 retail druggists slowly and surely tying the hands of Competition by selling Tampa-Cuba Cigars. Every one's a stockholder in the Tampa-Cuba cigar factory, and gets standard priced cigars at a worth-while discount.

Tampa-Cuba Cigars come in all shapes, sizes and prices. They're known everywhere as "more than a little better" and smokers appreciate that, too.

You can be a stockholder and own a Tampa-Cuba Agency yourself. Just write us and we'll get some interesting information to you, "hot-foot."

The Tampa-Cuba Cigar Co.

Box 938. **Tampa, Florida.**

DIRECTED BY THESE WELL KNOWN DRUGGISTS

H. B. Guildford, Pres., Rochester, N. Y. W. Bridgeman, V. P., Chicago, Ill.
J. T. Treasure, V. P., Salt Lake City, Utah. Chas. H. Hahn, Chairman.
E. Berger, Secy.-Gen. Mgr., Tampa, Florida. Executive Committee.
T. P. Taylor, Louisville, Ky., Director.

MONEY SAVED
BY BUYING VICTOR SECTIONAL DRUG OUTFITS

VICTOR SECTIONAL DRUG OUTFITS supply everything in fixtures for drug stores at 10% to 20% less cost than similar outfits made to order.

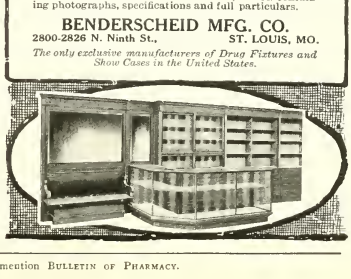
These sectional outfits—richly and exclusively designed, and finished in Golden Oak, are constantly carried in stock, ready for immediate shipment. This prevents delay in filling orders—a thing that busy business men appreciate. Other finishes to order.

No matter what your store—large, small or irregular in shape—there is a Victor Combination that will exactly meet your needs.

The fixture illustrated below represents the front end of a drug store, fitted completely with our popular Victor style. Nothing more attractive can be imagined. All Victor outfits conform in every way to the high Benderscheid standard.

Write to your jobber for our catalog No. 14, containing photographs, specifications and full particulars.

BENDERSCHEID MFG. CO.
2800-2826 N. Ninth St., ST. LOUIS, MO.
The only exclusive manufacturers of Drug Fixtures and Show Cases in the United States.



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-powder Bottles, Talcum Powder Tops.

Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF

Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway

Eighth Dividend Declared.

To the Stockholders of the
Ex-Lax Mfg. Co.:

The Board of Directors has this day declared on the Common Stock of the Ex-Lax Mfg. Co. a dividend of thirty-six per cent. (36%) payable in two equal semi-annual installments on July 12, 1915, and on January 12, 1916.

The usual eight per cent. (8%) dividend has also been declared on the Preferred Stock.

Those of our stockholders who have changed their address since the payment of the last dividend are requested to advise us of such change at once. No dividend checks will be mailed to stockholders whose correct address is not known to us.

Ex-Lax Manufacturing Co.

29-31 DeKalb Avenue, - Brooklyn, N. Y.

Chicago Office: 2245 Iowa Street
San Francisco Office: 1119 Fillmore Street

"There's one o' them dern new styles," said Siles.

"What is it?" asked Mandy.

"Why, that there sign says, 'Shoes shined inside.'"—*Judge.*

Old Waiter: "So, sir, you went after the job? I thought you believed that the office should seek the man?"

Old Patron: "I do, but this is a fat job and I thought it might get winded before it reached me!"—*Argonaut.*

Some attractive prices on square telescope boxes for dispensing pills or powders are announced in the ad of the Merchants' Publishing Co., of Kalamazoo, Mich., which appears on another page of this issue.

Turn to it now.

A catalogue of the company's line of labels, boxes and stationery will be sent to you, if you mention the Bulletin of Pharmacy.

He (describing his war experiences): Just then the enemy got our range.

She: You poor fellow! And you had to go without your dinner.—*St. Louis Globe.*

"Are you unmarried?" inquired the census man.

"Oh, dear, no," said the little lady, blushing; "I've never even been married."—*Ladies' Home Journal.*

The late Elbert Hubbard said:

"Manufacturing is a matter of formula. But salesmanship is genius. This applies to most selling problems, but Robertson's fruit tablets, my druggist friends tell me, are an exception. They are their own salesmen! The beautiful vari-colored—red, blue, green, brown, yellow and orange—crystals displayed on the counter in the attractive jar in which they arrive, will sell themselves. And all the while they work silently for the druggist, who receives a liberal profit. Health nuggets, I call them, with a prenatal tendency toward the art of auto-salesmanship."

Robertson's fruit tablets—25 different flavors—are marketed in 5-pound glass jars and can be obtained from jobbers, or they can be ordered direct from the Robertson-Bradshaw Co., New York City.

She: Mr. Brown has ten children, and he won't allow any of them to take music lessons.

He: Sure! He's got some feeling for the neighbors, ya' know.—*Houston Post.*

"The way of the transgressor is hard," quoted the Wise Guy.

"Oh, I don't know. You seldom see any blisters on his feet," added the Simple Mug.—*St. Paul Dispatch.*

"Now, caddy, what would you say of my form?"

"Well, as long as yer askin' me, I should say kinda skinny."—*Everybody's.*

"Darling, I think of you every moment in the day."

"Law sakes, Tom, give some attention to your work or you'll get fired."—*Baltimore American.*

The Growing Interest in Photography.—If you are not already a regularly accredited agent of some one of the big establishments manufacturing cameras and photographic supplies it will pay you to line up right away. These agencies are becoming more and more valuable all the time, by reason of the desirable profit they yield the druggist, and the little time required to handle the goods.

From Fred K. Townsend, general manager of the Seneca Manufacturing Company, of Rochester, N. Y., comes the statement that during this present season great numbers of druggists from the small towns throughout the country have been applying for Seneca agencies. Speaking of the matter, Mr. Townsend says:

"Naturally we are very much gratified at the unusual interest shown by prospective dealers, but more than all else are we pleased with the way small agents who installed the line last year are reordering every month now. All the smaller dealers are doing a good business, and this is especially so in the recently developed sections of the country—in States like Oklahoma, for instance. This shows that amateur photography is no longer the pursuit of the rich, but has now become the pleasure of all classes."

"Have you no friends?" asked the recorder.

"No, judge; nothin' but relatives."—*Newburgh Journal.*

Polly: "Molly couldn't have thought much of that fellow she married."

Dolly: "Why not?"

Polly: "She boasts that she has made another man of him."—*Life.*

Do you contemplate marketing a peroxide soap, cream, tooth paste, tooth powder or talcum powder?

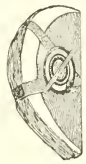
If you do, ask the Roessler & Hasslacher Chemical Company to recommend for your use the proper peroxide—the one that will liberate hydrogen peroxide in available form.

For prices, formulas, etc., address the company at 100 William Street, New York.

Willis: Here's an account of the bombardment of the Dardanelles. It says the fleet's guns roared continuously and the Turkish fort made only a feeble effort in response. Can you imagine it?

Gillis: Yes, it must be something like a conversation between my wife and me.—*Life.*

PRAT-DUMAS FRENCH FILTERING PAPER



This Filtering Paper has been on the market over fifty years.

Supplied in Round Ready-Folded and Reams [square].

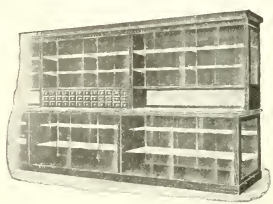
Write for Samples and Price List.

Prices at present lower than ever before.

SOLE AGENTS
E. FOUGERA & CO. INC.
90 Beekman St. New York
INSIST ON THE GENUINE

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

Amazing Bargain!

Every druggist needs this **Genuine Standard Visible Oliver Typewriter** that feeds labels and writes **medical symbols.** The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 26,000.

FREE TRIAL

No Advance Payment

Send a little bit each month until our very small price is paid. No interest—no red tape. Mail the coupon for our amazing Bargain Offer and FREE Typewriter Book today. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!

Typewriters Dist. Syndicate
1510-7F Wabash Ave., Chicago

Mail This for All the Facts

Typewriters Distributing Syndicate
1510-7F Wabash Ave., Chicago

Gentlemen: With the understanding that I am not put[illegible] anything or obligating myself in any way, you may send me your bargain offer on [illegible]'s Model Oliver."

Name.....

Address.....

[illegible]

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

THE photographer was drying his plates in the warm sunlight.

"What are you doing there?" asked a friend.

"Oh," was the reply, "just airing my views."—*Louisville Courier-Journal.*

"THIS tower," said the guide to a party of Americans out "doing" England, "goes back to William the Conqueror."

"Why, what's the matter with it?" asked one. "Isn't it satisfactory?"—*London Mail.*

BECAUSE THEY ARE "DIFFERENT."—Many druggists, when it comes to buying new store equipment, want something other dealers do not have, and for that reason will give a preference to some article because it is "different."

Take the matter of tables for the soda section. Some druggists feel that the wire metal chairs and tables are "too common," although they offer a very good purchase and are practical. To meet this condition The Yesbera Mfg. Co., 2288 Albion Street, Toledo,

Ohio, has designed a table that will sell at a very low price and take the place of the metal furniture. In many cases it will harmonize with the other fixtures to the best advantage. There are also chairs to match.

As can be seen by the illustration this table has a wood top and pedestal, with a heavy metal base which makes the table rigid in spite of the fact that it is small. The table is made in the usual line of finishes.

Those of our readers who contemplate buying some low-priced tables and chairs, but who feel that the metal furniture is not just what they want, can get full particulars of this new line by asking the makers for printed matter.

AUNT MARY (visiting in the city): "I want to hear at least one of your famous grand opera singers and then see some of your leading actors."

Nephew (to office boy): "Jimmy, get us some tickets for the vaudeville and movies."—*Life.*

"DON'T you think women are naturally more courageous than men?" challenged the champion of her sex.

"Of course," said the horrid cynic. "No man would ever dare to get off a car the way the average woman does."—*Kansas City Star.*

"A MAN walked right in front of our limousine yesterday and was quite badly hurt."

"Still, don't you think the pedestrian class is less sensitive to pain than we are?"

"MY dear, I've an idea," said old Mrs. Goodart to her caller. "You know we frequently read of the soldiers making sorties. Now, why not make up a lot of those sorties and send them to the poor fellows at the front?"—*Boston Transcript.*

VORTEX sanitary service for hot and cold drinks offers a splendid opportunity to the druggist who wishes to make his the "sanitary fountain" of the vicinity.

Vortex paraffin paper cups are made for sodas and sundaes in regulation sizes for use in Vortex metal holders. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary.

But aside from its sanitary appeal the Vortex service has many other points of superiority. Its use prevents a sloppy condition of fountain and tables, removes the danger from chipped glasses, stops loss from breakage of glassware, does away with the use and expense of hot water for washing dishes, and saves 25 per cent in the labor of serving.

The Vortex Mfg. Co., of Chicago, will prove the advantages of Vortex service to you. Just write and ask how.

AGRICULTURE, 1915.—"How many head o' live stock you got on the place?"

"Live stock?" echoed the somewhat puzzled farmer. "What d' ye mean by live stock? I got four steam-tractors and seven automobiles."—*Judge.*

SHE: Are you a good undertaker?

Undertaker: Yes, I go to church services quite often.—*Planter's Weekly.*

SUMMER-TIME suns often fade the dainty dresses worn by many of your women customers.

Why not take advantage of the fact to tell them that a package of Diamond Dye will make an old dress look like new.

The Wells & Richardson Company, Burlington, Vermont, makes Diamond Dyes and all jobbers sell them.

HE: "So your dear count was wounded?"

She: "Yes, but his picture doesn't show it."

He: "That's a front view."—*Life.*

"WHAT did your father say when the Count asked him the amount of your dot?"

"Pa replied in dashes."—*Hartford Courant.*

B-D
TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

PERFECTION
AIR CELL
ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.

THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

THE SUMMER HEAT

develops and aggravates numerous gastro-intestinal disturbances. In such conditions particularly

PHYSICIANS RECOGNIZE

the dependable efficacy of America's best known laxative

PLUTO WATER

Supplement the demand thus created by regularly using our ever attractive counter and window displays. Sent free, prepaid the exact moment we know you stock Pluto. Write TO-DAY direct to

French Lick Springs Hotel Co.

FRENCH LICK, INDIANA

Philadelphia College of Pharmacy.

"A COLLEGE OF PHARMACISTS, BY PHARMACISTS AND FOR PHARMACISTS."

The Philadelphia College of Pharmacy offers a two-year course in Pharmacy leading to the degree of Graduate in Pharmacy (Ph. G.), and also a three-year course leading to the degree of Doctor of Pharmacy (Phar. D.) for those who wish more advanced instruction.

The Philadelphia College of Pharmacy has unexcelled equipment. The Faculty are men of international reputation as teachers. The courses of instruction are original, practical and up to date.

P. C. P. graduates have preference everywhere in securing employment.

For Catalogue and fuller information, write to

JACOB S. BEETEM, Registrar

145 North 10th Street, - - PHILADELPHIA, PA.

Professional Pride

FEW doctors would write a prescription on the back of an envelope and few pharmacists would use anything but a prescription bottle to put it up in. Yet neither affects the potency of the medicine. So after all, professional pride is *partly* a matter of appearance. For that reason, if for no other,

CIRCLE Ⓐ CORKS

The Standard Prescription Corks of America

will materially aid you in maintaining your high standard of prescription service. Their grain is just a little finer, their strength a little greater, their appearance a little brighter and cleaner. In fact, if they weren't a little better than the average high-grade corks, they wouldn't be Circle A's. Can you afford to use anything but the best?

A sample package of 100 in sizes from 2 to 6 will be mailed, postpaid, for 20c in coin or stamps.

Armstrong Cork Company

113 23rd Street, Pittsburgh, Pa.

"Why do you call the baby Bill?"

"He was born on the first of the month."—*Buffalo Express.*

In the manufacture of galenicals much time is saved and the preparations have a cleaner, brighter look if they are clarified by passing through filtering paper that can be depended upon to be of uniformly high grade.

Prat-Dumas filtering paper has been on the market for over fifty years, and the great care with which it has always been manufactured, together with certain processes of manufacture known only to the makers, has resulted in the production of a dependable filtering paper that allows liquid to pass through it quickly and clearly. The paper is tough; it does not easily "split" when placed in a funnel.

Despite augmented freight rates, the war risk and other increases in importing costs, the American agents, E. Fougera & Co., announce that the prices are lower than those in effect before the war.

An inquiry addressed to E. Fougera & Co., 90 Beekman Street, New York, will secure for you samples and price lists of the Prat-Dumas filtering papers suited to your requirements.

Mrs. Dents (at the ball game, excitedly): Isn't our pitcher perfectly grand, Tyrus! He hits the club nearly every throw!—*Puck.*

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles

Narrow and Wide Mouth

by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

All leading jobbers stock Benger's Food.

If your jobber is out of stock, please write our distributors as below.

Benger's is the one food which combines the natural digestive principles. It is *quite* different from any other food obtainable.

BENGER'S

Food *Reg. U.S. Pat. Off.*

For Infants, Invalids, and Aged Persons

is regularly advertised to the U.S Medical Profession.

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.

(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO., 90, Beekman Street, NEW YORK.

70 U S

CHOLLY: When I was a boy, you know, the doctor said if I didn't stop smoking cigarettes I would become feeble-minded.

Miss Keen: Well, why didn't you stop?—*London Evening Standard.*

A VERY attractive small size catalogue containing illustrations, descriptions and prices of the leading "Kwik-lite" vest-pocket, tubular and novelty flashlights, has just been issued by The Usona Manufacturing Company from its New York office at 1 Hudson Street.

A copy of this very interesting booklet of profitable drug-store side-lines will be sent to any reader of the BULLETIN upon request. Simply send a postal card to the company and ask for your copy.

HE was deeply in love with his wife, but awfully careless about money matters. He started on a long business trip, leaving her short of money, and promising to send her a check—which he forgot to do. The rent came due and she telegraphed:

"Dead broke. Landlord insistent. Wire me money."

Her husband answered:

"Am short myself. Will send check in few days. A thousand kisses."

Exasperated, his wife replied:

"Never mind money, I gave landlord one of the kisses. He was more than satisfied."—*New York Times.*

"FLUTED" SODA STRAWS

"FLUTED" SODA STRAWS

Exactly resemble the natural rye straw. They have the same golden gloss and the same fluted fibre.
Untouched by hand and sterilized by heat "FLUTED" straws are the ACME OF PERFECTION in drinking tubes.

SAMPLE BOX ON REQUEST.

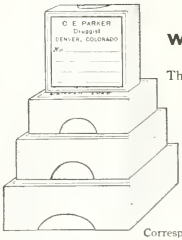
COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK CITY.

CONVERT YOUR TIME INTO MONEY

and become a practical optician by taking our correspondence course in **OPTICS.** It will offer you opportunities and income greater than you can estimate, without knowing the success of our many graduates. We offer you our record as the oldest correspondence school of optics in the world and the most thorough course outside the great universities. Employ your spare time by taking it. Write us for our reduced special offer and prospectus regarding our regular $25.00 course. Address

American Optical College, 15 Wilton Ave., Toronto, Can.



OUR SQUARE TELESCOPE BOXES

Will Replace the Round Pill Boxes in Every Instance When Given a Fair Trial

The cost is low, (compare our prices with what you are paying now for round boxes) the label is better shaped for writing, and it makes a neater package.

CAN ALSO BE USED FOR POWDERS.

With over thirty years experience in the label and box business, we feel "fit" to handle anything in this line and solicit your trial order. Catalogue for the asking.

MERCHANTS PUBLISHING CO.

LABELS, BOXES and STATIONERY

BY ALL PROCESSES

KALAMAZOO, MICH.

Correspondence solicited with salesmen calling on Drug Trade

No.	Per Gross	With Printed Labels Attached 1 Gr.	3 Gr.	6 Gr.
29 Sq.	.65	1.75	@1.10	@1.00
30 Sq.	.65	1.75	1.15	1.00
31 Sq.	.65	1.85	1.15	1.00
31X Sq.	.70	2.00	1.30	1.10

OFFICER: How did he get into that condition?

Private: He captured a bottle of whisky, sir.

Officer: Yes, yes; but how did he manage to do that?

Private: I think he must 'ave surrounded it, sir.—*London Sketch.*

INCLUDED in the Higgins' line of inks and adhesives are drawing ink, eternal writing ink, engrossing ink, taurine mucilage, photo-mounter paste, drawing-board paste, liquid paste, office paste, vegetable glue, etc.

The Higgins' products are non-corrosive, clean, and free from objectionable odors. They make an attractive and profitable side line.

For prices, discounts, and printed matter apply to Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y.

"AND what, pray, inspired this dainty spring poem?" babbled the romantic girl, "daffodils and violets, I ween?"

"No," returned the poet, "when I'm going good all I want is a chew of tobacco!"—*Erie Review.*

VANDER: I thought your limousine was painted?

Asterwall: It was, but it has to be painted again. I ordered it finished in neutral colors, and the idiotic workmen painted it red, white, and blue. *Life.*

HER soldier son in the Philippines had sent a cablegram, and Mrs. Blunderleigh's voice rang with pride when speaking of it to her impressed neighbors.

"Yes, they be wonderful things, the telegraphs," said she. "Just fancy, it's come from the Philippines—all the thousands of miles."

"And so quick, too," put in her best friend.

"Quick ain't the word for it," put in Mrs. Blunderleigh. "Why, when I got it the gum on the envelope wasn't dry!"—*Chicago News.*

ATTRACTIVE store displays, novelty cards and beautifully illustrated booklets are furnished, free of charge, to druggists who handle Hostetter's Stomach Bitters—"advertised everywhere and all the time."

To get your supply of this trade-compelling advertising matter, ask the Hostetter Company, 59 and 60 Water Street, Pittsburgh, Pa.

OWING to the shallowness of a certain harbor in the North, the ships trading to and from it have to be built with a light draught. Commenting on this fact one day, a facetious individual remarked to the skipper of a steamer:

"I reckon, captain, you would think nothing of running your ship across a meadow on a dewy night?"

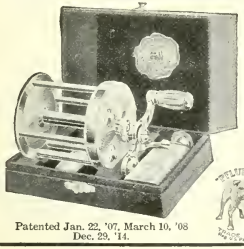
"Nothing at all," came the reply; "though, to make sure, I might send a man ahead with a watering-can."—*Tit-Bits.*

THE HOME OF

FRENCH IVORY TOILET ARTICLES AND NOVELTIES

BRUSHES, COMBS, MIRRORS, MANICURE SETS, CLOCKS, TRAYS, FRAMES, CUSHIONS, JEWEL BOXES, PUFF AND HAIR RECEIVERS, ETC.

THE INLAID CO., INC., PROVIDENCE, RHODE ISLAND, U. S. A.
MANUFACTURERS
New York Office - 200 Fifth Avenue, Room 450



Patented Jan. 22, '07, March 10, '08 Dec. 29, '14.

The Latest "Gift and Side Line" Article. Put up in Druggists' Display Cases.

The "PFLUEGER-REDIFOR"

Anti-Back-Lash Casting Reel

Nothing shows outside—nothing to get out of order inside—no wires to fray the line—makes casting a real pleasure for beginners as well as experts. It cannot break or get out of order, and requires no adjustment. Automatic Thumbers, attached to the flange of the spool enclosed within the reel, free from all dirt and possibility of damage, thumb the reel mechanically, retarding the spool as the bait slows down.

This reel is made of best German Silver, satin finish, has genuine Scarlet Agate Jewels, balanced crank, fluted Pyralin Amber Handle, with Phosphor Bronze Bearing, and adjustable front sliding click and drag.

This reel will hold from 60 to 100 yards according to size of line used. Price, **$7.50.** (Fully guaranteed against defects of all kinds for all time.)

NOTICE: Druggists—Send for illustrated price list and discounts. Good profits.

THE ENTERPRISE MFG. CO., Dept. No. 28, AKRON, OHIO.

Largest Manufacturers of Fishing Tackle in the United States.

SUCCESSORS TO AMERICAN FISH HOOK CO. - - - ESTABLISHED 1864.

DETECTIVE (2 a. m.): Hey, yous! Wotcher hanging 'round this 'ere front door fer?

Supposed Burglar: I'm waiting for th' lady inside to git asleep. We're married.—*Philadelphia Bulletin.*

"DON'T make your defense too strong. Lots of time you'd never know a feller had a drink if you didn't smell the cloves."—*Peoria Journal.*

PRACTICALLY every recipe and process known to chemistry, pharmacy and to all other branches of the useful arts and sciences is to be found in "Henley's Twentieth Century Book of Recipes, Formulas and Processes."

This book, containing over 10,000 selected recipes, is a valuable reference work for druggists and manufacturers. It supplies the information necessary to carry out the various chemical, pharmaceutical, technical and household formulas and processes given.

The *Retail Druggist*, 58-60 West Lafayette, Detroit, Mich., will send this book to you for $3.50 and include with it a year's subscription to the *Retail Druggist.*

HE: I always pay as I go.

She (yawning): I don't think you'll ever become bankrupt.—*Judge.*

"WELL, for instance," said the teacher, "suppose you want to remember the name of the poet Bobby Burns. Fix in your mind's eye a picture of a policeman in flames. See—Bobby Burns?"

"Yes, I see," said the bright pupil, "but how is one to know that it does not represent Robert Browning?"—*Detroit Times.*

HANFORD'S Balsam of Myrrh—three sizes—small, medium, and large.

At your jobbers, or ask the C. G. Hanford Mfg. Co., Syracuse, N. Y.

A CUSTOMER, after waiting several minutes for an oxtail soup, called the waiter to him, and asked the reason it was behind.

The waiter, who was Irish, gently answered:

"Oxtails are always behind, sir."—*New York Sun.*

THE professor was delivering the final lecture of the term. He dwelt with much emphasis on the fact that each student should devote the intervening time preparing for the final examinations.

"The examination papers are now in the hands of the printer. Are there any questions to be asked?"

Silence prevailed. Suddenly a voice from the rear inquired: "Who's the printer?"—*Brooklyn Eagle.*

DIGALEN **"ROCHE"**

PANTOPON **THIOCOL**
SEDOBROL **LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 7

Its 30th Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph. G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A. C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

BRANCH OF SCHIMMEL & CO. LEIPZIG

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

"Why does Jiggs drink so many alcoholic beverages?"

"Guess he's trying to preserve his reputation."—*Buffalo Express.*

In treating cases of gastro-intestinal disturbances, developed or aggravated by summer heat, physicians frequently prescribe the well known laxative Pluto Water.

To make your store known as a source of supply for Pluto, the French Lick Spring Hotel Co., French Lick, Indiana, furnishes attractive counter and window displays. A card addressed to the company, mentioning the BULLETIN OF PHARMACY, and stating that you stock Pluto Water, will secure a supply of the display matter for you.

"Do you ever play cards for money?"

"Yes, but I never get it."—*Cleveland Plain Dealer.*

An enterprising young florist, in order to increase his trade, displayed this sign in his window: "We give a packet of flower seeds with every plant."

His competitor across the street promptly sought to meet the competition by placing in his window the following announcement: "We give the earth with every plant."—*National Hardware Bulletin.*

In the extensive advertising campaign which the Eckman Mfg. Co., of Philadelphia, Pa., is now conducting, both sizes of the ready-selling Eckman's Alterative are given prominent mention.

Jobbers everywhere supply the one-dollar package at the price of $8.00 a dozen, and the $2.00 size for $16.00 a dozen.

As a means to connect your store with the national publicity given to Eckman's Alterative, the manufacturers will supply attractive literature. Ask for it.

POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our Free Deals NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents

Dept. S. 131 Hudson St., New York City.

Specify MERCK'S

on your orders

WHICH ONE IS THE BEST INVESTMENT?

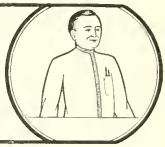
Cleanliness, neatness and carefulness mean PROFIT; dirtiness, slovenliness and carelessness mean LOSS.

"WEISSFELD" COATS on your Clerks are a small but Immensely Profitable Investment.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and Instructions for measuring FREE. Absolute satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 E. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm



Boy's Mother (poking her head out of window): Say, you kids stop picking on my Johnny; he ain't no mandolin.—*Boston Transcript.*

He: "Then you are not interested in my welfare?"

She: "No; but if the two syllables were transposed I'd not only be interested but enthusiastic."—*Boston Transcript.*

August, perhaps more than any other month, brings with it a demand for something that will relieve the foot troubles occasioned by the combination of hot weather and poorly ventilated shoes.

Perfection Air Cell Arch Cushions are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable spring feeling and at the same time perfectly ventilate the shoe.

Perfection Cushions contain no metal, but are flexible, bending to the play of the muscles and bones of the foot, correcting fallen or weak arches by supplying easy support.

For further particulars and trade prices on this popular fifty-cent seller, write to the Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass.

Mrs. Rosenbaum: Oh, Jacob, little Ikey has swallowed a dime!

Rosenbaum: Send him to bed midout his supper. Dot will make it aboudt efen.—*Boston Transcript.*

Sister: Come, Willie, and take your powder like a little man. You never hear me make any complaint about a trifle like that.

Willie: Neither would I if I could daub it on my face like you do. It's swallowing the stuff that I don't like.—*Providence Journal.*

You'll want this line.

It's one on which you turn your capital from 12 to 52 times every year.

Thousands of druggists have realized that the handling of magazines and other periodicals is a business from which the turnovers are quick and sure. The profits are satisfactory, and the extra trade obtained from magazine buyers adds appreciably to the year's sales.

A price list and full particulars regarding the installation of a profit-paying news department in your store can be obtained by mailing the coupon attached to the ad of the American News Co., 9-15 Park Place, New York, appearing on another page of this issue.

Hunt up the coupon and mail it to-day.

There is a Los Angeles restaurant that advertises like this:

"Our beef stew is bully—
So is our clam chowder."

—*Associated Advertising.*

"William, what are two and four?"

"Prepositions, ma'am," was the unexpected answer.

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

University of Illinois School of Pharmacy

CHICAGO COLLEGE OF PHARMACY

Fifty-sixth session begins September 21st, 1915. The course for the degree of Graduate in Pharmacy comprises two annual terms of thirty weeks each and requiring students' attendance on three days each week. The course for the degree of Pharmaceutical Chemist comprises two annual terms of 36 weeks each and requiring the students' attendance on five days each week.

For announcement address

W. B. DAY, Actuary,

74 East 12th Street, corner Michigan Boulevard, CHICAGO, ILL.

HANFORD'S

Balsam of Myrrh

THE RELIABLE LINIMENT

Sold by all Jobbers.

G. C. Hanford Mfg. Co.

SYRACUSE, N. Y.

ESTABLISHED 1857

THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

"Here's a fellow patents a contrivance to keep girls from falling out of hammocks."

"More machinery for displacing men."—*Louisville Courier-Journal*

SAL-XZEMA

ENDS TORTURE OF ITCHING SKIN

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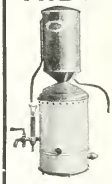

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He: Of course, not. But I'd hate to have any one tempt me with a good motor car.—*Motor Age.*

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"AND you wouldn't begin a journey on Friday?"

"Not I."

"I cannot understand how you can have faith in such a silly superstition."

"No superstition about it. Saturday's my pay-day."—*Boston Transcript.*

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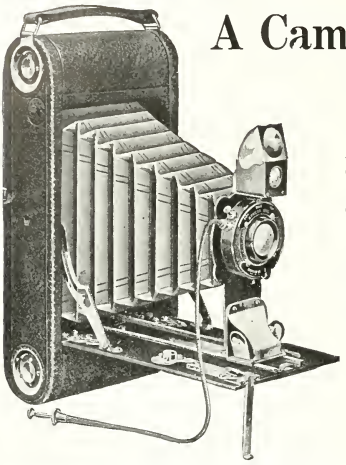

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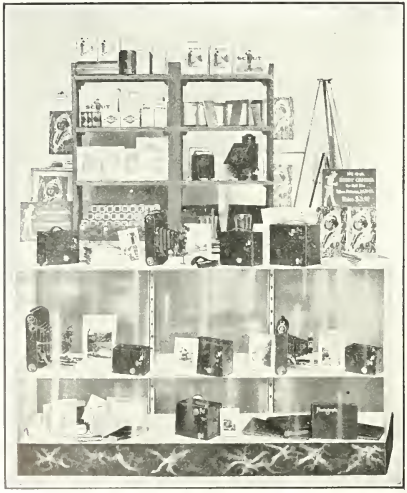

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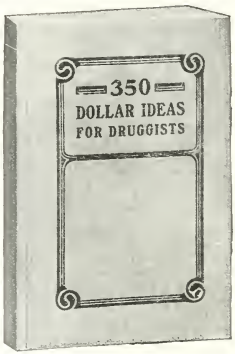

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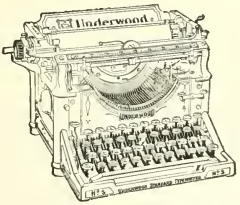

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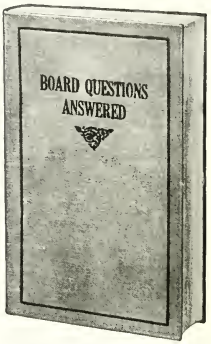

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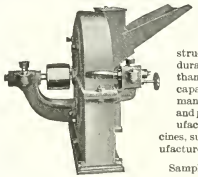

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